

New York Pet Fashion Show

Presents:

"Country Couture for Animal Rescue"

An Animal Rescue Benefit like No Other!

Welcome the Largest Pet Fashion & Animal Rescue Benefit in the World!

NYPETFASHIONSHOW.COM

Thursday February 8th, 2018 6PM-11PM

"Platinum" Sponsor Package

The 2017 Show broke all Media Records with a 30+ Million Media Reach!

Dress to Impress! 4 Amazing Runway Shows

***1.-International Carnivale & Hat Couture, 2.-Country Western Couture,
3.-Made In the USA, 4.-Best in Show***

New York City, some say, is the Capital of the world. Whether it's Media, Fashion, or Finance, one thing is certain, it is the Pet Capital of the world. The iconic **New York Pet Fashion Show (NYPFS)** is the largest pet fashion and animal rescue benefit in the world, and benefits **The Alliance for NYC's Animals**. We kick off the **Westminster Weekend and NY Fashion Week**, we are the premier must see show of the year. The NYPFS is being held at the Historic **Hotel Pennsylvania**, and marks the beginning of all pet related festivities that lead up to The Westminster Kennel Club Dog Show. The **Hotel Pennsylvania** caters to the *Westminster Kennel Club Dog Show's* participants, attendees and media from all over the world. The Hotel will be hosting our event for the 15th consecutive year.

The New York Pet Fashion Show has had a media reach of over 50 Million!

They have included NBC, MTV Style, ABC, Reuters, CNN, CBS, Esquire, Bravo, USA Network, Wall Street Journal, USA Today, Good Morning America, Getty Images, Petside, Fox News, MSN, Boston.com, US News & World Report, Sports Illustrated, Animal Planet, Agency France Presse, TeddyHilton.com, Virgin Media, PetMD, Animal Nation, New York Post, New York Times, Barons, New Yorker magazine, TimeOut, Pet Planet, Yahoo, Telemundo, Univision, NY 1, facebook, Snapchat, twitter, Pinterest, Youtube,

International Coverage in Paris France, Germany, Italy, UK, China, India, Brazil, Peru, Russia, Belgium, Spain, Canada, Hungary, Mexico, Latvia, Estonia, Lithuania, Australia, Romania, Japan, Philippines, Sweden, Chili, Ireland, Columbia, Greece, Netherlands, Switzerland, Luxembourg, Guatemala, and many more...

Over 5,000 websites across the US and the World have shared our story. Last year's show had over 700+ attendees, 100+ media, and 15 film crews in attendance.

We will work with you in customizing many elements of this proposal and sponsorship.

The NY Pet Fashion Show is An Animal Rescue Benefit and a portion of the proceeds will go to benefit the **Mayor's Alliance for NYC's Animals** that is dedicated to providing a higher quality of life & Forever Homes for our companion animals.

We are proud to have **Hamptons Pet "The Global Luxury Pet magazine"** as the official magazine sponsors of The **2018 New York Pet Fashion Show**.

**Standard Admission Price = \$50.00 / \$60.00 at the Door
Pets are Welcomed & Attend FREE*

**New York Pet Fashion Show "Platinum" Sponsor Package Rate: \$3000.00
"The Official XXX "of the NY Pet Fashion Show"**

Personal Engagement Coverage to Include ...

- Your Company name and logo as a "Platinum" Sponsor of The NY Pet Fashion Show.
- Inclusion of your Product(s) in 300 VIP Gift Bags (Valued at \$300)
- 6 foot Vendor Table to sell or give away your product(s) to all attendees at the NY Pet Fashion Show. – (Valued at \$850)
- (1) Product to be incorporated within one of three "Fashion Runway Shows" throughout the night. TBD on Product (Valued at \$750)
- Acknowledgment as "The Official XXX" of the NY Pet Fashion Show on e-mail marketing & social media materials (Facebook & Twitter) pertaining to the New York Pet Fashion Show. (Valued at \$500)

Online, Direct E-Mail Marketing, and Social Media Coverage to Include

- Posting for Your Company logo on NYPFS web site for 1 year (Valued at \$1,200)
- Inclusion in National Press Release sent to over 2,600 Media Outlets (Valued at \$1,000)
- Social Media Posts- facebook & twitter- valued \$750
- Banner YouTube Product or Service Demonstration Video Placement on NYPFS/Canine Health & Wellness Website, and Press Release & Product Postings for a duration of 1-year (Banner sizes include 300x168, 300x250,) (Valued at \$2,400)
- Posting for 2-4 products on NYPFS/Canine Health & Style Website for duration of 1-year (Combined Value of \$2,400)

TOTAL MEDIA VALUE = \$10,000