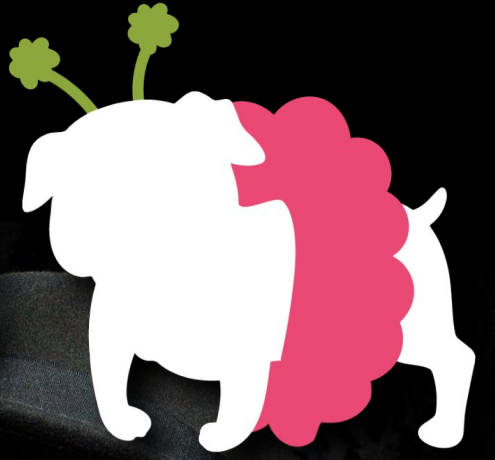


Pawject Runway



show your
soft side



2024 Sponsorships

ABOUT PAWJECT RUNWAY

April 4, 2024

Pawject Runway is the hippest fashion show on four paws featuring a five-star lineup of Show Your Soft Side's Big Softies "modeling" adoptable cats and dogs from the Baltimore Animal Rescue and Care Shelter (BARCS). Guests can rub furry bellies and rub shoulders with famous faces from the sports, television, news media and rock worlds.

This year, Pawject Runway returns home! **The event will be held on Thursday, April 4 at the newly renovated CFG Bank Arena in downtown Baltimore.** The event benefits BARCS and the Show Your Soft Side anti-abuse campaign.



It's a big deal.

2,000

attendees in 2022

90,000

supporters on the marketing email list

2,000

bids placed on auction items in 2022

\$250,000

raised for homeless and forgotten animals in 2022

To date, Pawject Runway has raised more than \$1 Million through cash and in-kind donations to provide care for Baltimore's homeless and abused animals.

...and more than 250 furry models have been adopted at Pawject Runway since its inception!





PRESENTING SPONSOR

Exclusive Sponsor level: \$30,000

Exclusive Benefits:

- All event communications will read “Pawject Runway, Presented by [Your Company’s Name]”
- Sponsorship recognition on news media broadcasts
- One-minute commercial to run prior to the runway show (supplied by sponsor)
- **Naming rights for the VIP Softie Lounge!**

Promotion Benefits:

- Front cover naming rights and a full-page ad in the runway show program
- Top logo on this year’s commemorative T-shirt *New this year!*
- Twelve weeks of promotion through Show Your Soft Side, BARCS and Pier Six Pavilion media channels
- Twelve weeks of promotion through all Pawject Runway email communications distributed by BARCS and Show Your Soft Side
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company’s social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Sixteen tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Sixteen reserved front row runway show seats for company representatives/guests
- Vendor space
- Logo projected on multiple screens during the pre-runway show activities
- Prominent logo placement on step-and-repeat
- Recognition on the eye-level sponsor board at Pawject Runway

AUCTION SPONSOR

Exclusive Sponsor level: \$20,000

Exclusive Benefits:

- Naming rights to the Pawject Runway online auction, supported by multiple emails, social media posts and announcements

Promotion Benefits:

- Full-page ad in the runway show program
- Company logo on this year's commemorative T-shirt *New this year!*
- Six weeks of promotion through Show Your Soft Side and BARCS media channels
- Six weeks of promotion through all Pawject Runway email communications distributed by BARCS and Show Your Soft Side
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Twelve tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Twelve reserved front row runway show seats for company representatives/guests
- Vendor space
- Logo projected on multiple screens during the pre-runway show activities
- Prominent logo placement on step-and-repeat
- Recognition on the eye-level sponsor board at Pawject Runway





CUDDLE CORNER SPONSOR

Sponsor level: \$10,000 - Two Available

Exclusive Benefits:

- Naming rights to one of the two high traffic and heavily photographed Cuddle Corners

Promotion Benefits:

- Half-page ad in the runway show program
- Company logo on this year's commemorative T-shirt *New this year!*
- Four weeks of promotion through Show Your Soft Side and BARCS media channels
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Eight tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Eight reserved runway show seats for company representatives/guests
- Vendor space
- Logo projected on multiple screens during the pre-runway show activities
- Prominent logo placement on step-and-repeat
- Recognition on the eye-level sponsor board at Pawject Runway

SOFTIE SPONSOR (New!)

Exclusive Sponsor level: \$7,500



Exclusive Benefits:

- Naming rights and logo placement in the *new!* Softie Model section in the VIP Lounge
- Logo signs in the exclusive Softie Model backstage photoshoot

Promotion Benefits:

- Company logo on this year's commemorative T-shirt *New this year!*
- Half-page ad in the runway show program
- Two weeks of promotion through Show Your Soft Side and BARCS media channels
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Six tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Six reserved runway show seats for company representatives/guests
- Vendor space
- Logo projected on multiple screens during the pre-runway show activities
- Prominent logo placement on step-and-repeat
- Recognition on the eye-level sponsor board at Pawject Runway

SELFIE STATION SPONSOR

Sponsor level: \$5,000 - Four Available

Exclusive Benefits:

- Naming rights and logos on one of four selfie stations

Promotion Benefits:

- Half-page ad in the runway show program
- Company logo on this year's commemorative T-shirt *New this year!*
- Event week promotion through Show Your Soft Side and BARCS media channels
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Six tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Six reserved runway show seats for company representatives/guests
- Logo projected on multiple screens during the pre-runway show activities
- Logo placement on step-and-repeat
- Recognition on the eye-level sponsor board



LOYAL COMPANIONS

Sponsor level: \$2,500

Promotion Benefits:

- Quarter-page ad in the runway show program
- Logo placement on the front page and sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Acknowledgment in the runway show script
- Two tickets to the all-inclusive VIP Softie Lounge for company representatives/guests
- Two reserved runway show seats for company representatives/guests
- Logo projected on multiple screens during the pre-runway show activities
- Logo placement on step-and-repeat
- Recognition on the eye-level sponsor board

Join the fun!

Sponsors can choose to support Pawject Runway at a variety of levels ranging from \$500 to the \$30,000 Presenting Sponsor level. Each level awards our generous sponsors with a list of marketing and day-of benefits.

*For questions about sponsoring Pawject Runway, please email
Kate Pika
kpika@barcs.org
or call BARCS at
410-396-8973.*

FAITHFUL FRIENDS

Sponsor level: \$1,000

Promotion Benefits:

- Quarter-page ad in the runway show program
- Logo placement on the sponsor page of the PawjectRunway.org website
- Custom graphic with company logo for use on the company's social media accounts (or online placement of their choice)

Event Night Benefits:

- Four general admission tickets with special reserved runway show seats for company representatives/guests
- Logo projected on multiple screens during the pre-runway show activities
- Logo placement on step-and-repeat
- Recognition on the eye-level sponsor board

LIFESAVING PARTNERS

Sponsor level: \$500

Promotion Benefits:

- Logo listing in the runway show program
- Logo placement on the sponsor page of the PawjectRunway.org website

Event Night Benefits:

- Two general admission tickets with special reserved runway show seats for company representatives/guests
- Recognition on the eye-level sponsor board

DONOR DEDICATIONS

Sponsor level: \$100-\$499

Pawject Runway is a big production with a big goal! You can help save lives in Baltimore by making a contribution to this year's event. Sponsor donations of \$100-\$499 will have their company name or personal dedication listed in our runway show program in gratitude.

PRESENTED BY:



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Visit
PawjectRunway.org
for more event information

