



In 2015, Saluda will celebrate its 52<sup>nd</sup> annual Coon Dog Day, which began as a benefit chicken supper fundraiser for the local coon club in 1963. Each year thousands of people visit our town on the Saturday after July 4, to enjoy the 5K Race/Fun Walk, the mid-day parade, free music, great food, and homemade crafts.

Coon dog events such as a bench show, treeing contest, and world-qualifying night hunt fill the downtown. The Festival is free to the public, and their dogs are welcome, as long as they are leashed.

In order to continue this momentous celebration, we need your help. As a Coon Dog Day Sponsor your banner will be placed downtown in various locations for the duration of the Festival, on the main stage where live entertainment will be performing all day, as well as on transportation vehicles used for public shuttles, and at the 5K Race/Fun Walk areas on the morning of Coon Dog Day.

The Coon Dog Day 5K Race/Fun Walk usually boasts between 250 and 450 registered participants. The course is US Track and Field certified. Each person will receive a shirt with sponsors' logos on the back.

That's where you come in! We have broken down Sponsorship opportunities into tiers to make it easy to become a sponsor at any level, so please review the enclosed Sponsorship Levels and Benefits Information. Your Sponsorship dollars cover all of the non-income producing expenses of the Festival such as advertising, entertainment, etc.

If you would like to offer your monetary support of the 52<sup>nd</sup> Annual Coon Dog Day Festival on Saturday, July 11, 2015, please complete the Sponsorship Registration Form, attach your check made payable to the City of Saluda designated for Coon Dog Day Sponsorship, and mail them to City of Saluda; P. O. Box 248; Saluda NC 28773.

Sponsorship opportunities on all tiers will be open until May 11, 2015, to give us time to print the promotional materials and t-shirts with the Sponsors' logos and information on them.

We hope you will consider a Sponsorship of the Festival and look forward to seeing you on Coon Dog Day to enjoy some of what makes Saluda such a unique place to work and live.



SALUDA'S COON DOG DAY  
P. O. BOX 248  
SALUDA NC 28773  
828 749-2581  
[admin@cityofsaludanc.com](mailto:admin@cityofsaludanc.com)



## **GOLD SPONSOR**

**\$2500**

- Company logo on all mile markers along 5K Race/Fun Walk route\*
- Opportunity to provide Company banners to be hung at 5K Race/Fun Walk registration area and downtown during the Festival\*
- Company logo on all Festival and 5K Race/Fun Walk paper and electronic advertising
- Direct link from City/Festival websites to Company website
- Company logo on Festival banners located downtown and on the main entertainment stage
- Large Company logo on 5K Race/Fun Walk T-shirts
- Company logo on banner affixed to the transportation shuttle from parking area to downtown
- Complimentary vendor space downtown for duration of the Festival for product promotion
- Recognition at 5K Race/Fun Walk announcements, Awards Ceremony, and Parade
- Four complimentary 5K Race/Fun Walk registrations
- Prime placement for a float in the Festival Parade to promote your business
- Two complimentary parking/shuttle vouchers for Festival parking and transportation
- Opportunity to include promotional items/samples/coupons in 5K Race/Fun Walk Packets

\*These benefits are only extended to the Gold Level of Sponsorship



## **SILVER SPONSOR**

**\$1000**

- Company logo on all Festival and 5K Race/Fun Walk paper and electronic advertising
- Direct link from City/Festival websites to Company website
- Company logo on Festival banners located downtown and on the main entertainment stage
- Large Company logo on 5K Race/Fun Walk T-shirts
- Company logo on banner affixed to transportation shuttle from parking area to downtown
- Complimentary vendor space downtown for the duration of the Festival for business promotion
- Recognition at 5K Race/Fun Walk announcements, Awards Ceremony, and Parade
- Two complimentary 5K Race/Fun Walk registrations
- Prime placement for a float in the Festival Parade for business promotion
- Two complimentary parking/shuttle vouchers for Festival parking and transportation
- Opportunity to include promotional items/samples/coupons in 5K Race/Fun Walk Packets



## **BRONZE SPONSOR**

**\$500**

- Small Company logo on 5K Race/Fun Walk T-shirts
- Direct link from City/Festival websites to Company website
- Opportunity to include promotional items/samples/coupons in 5K Race/Fun Walk Packet
- Recognition during pre-5K Race/Fun Walk announcements
- Prime placement for a float in the Festival Parade for business promotion
- Recognition in all electronic Festival advertising
- Two complimentary parking/shuttle vouchers for Festival parking and transportation
- Opportunity to set up a Vendor table at the 5K Race/Fun Walk registration area before and after the Race
- Company logo on Festival banners located downtown and on the main entertainment stage



## **COMMUNITY SPONSOR**

**\$100**

- Small Company logo on Festival banners
- One complimentary parking/shuttle voucher for Festival parking and transportation
- Direct link from City/Festival websites to your Company website

**SALUDA'S 52<sup>ND</sup> ANNUAL COON DOG DAY FESTIVAL**  
**July 11, 2015**

**Sponsorship Registration Form**

Please complete the information below and return with your check for the desired Sponsorship Level. Please list the name of your Company as you would like it to appear in the promotional materials for the Event.

Sponsor Level (check one):

\_\_\_\_\_ Gold (\$2500)

\_\_\_\_\_ Silver (\$1000)

\_\_\_\_\_ Bronze (\$500)

\_\_\_\_\_ Community (\$100)

Company Name (exactly as you would like it to appear on all materials):

\_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\*We will provide \_\_\_\_\_# of items for the Coon Dog Day 5K Race/Fun Walk Cinch Sacs (all items to be included must be delivered to Saluda City Hall; 6 East Main Street; prior to July 1, 2015). We expect 250 to 300 participants and will send exact registration numbers prior to the drop-off deadline.

Please list the type of item(s) you would like to provide; e.g., gift certificates or coupons, food or drink items, key chains, or other promotionally printed item(s):

\_\_\_\_\_

I understand that I must provide payment in full, along with this Sponsorship Registration Form and a high resolution logo in digital format in order to participate fully in all promotional opportunities described above. I further understand that limited Sponsorship opportunities will be made available to the first Sponsor to request and pay the Sponsorship fee associated with that Level.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Please make checks payable to City of Saluda, designated for Coon Dog Day Sponsorship, and return to:

City of Saluda  
P. O. Box 248  
Saluda NC 28773

Phone: 828 749-2581; Fax: 828 749-2373; or Email: [admin@cityofsaludanc.com](mailto:admin@cityofsaludanc.com)  
for additional information.