

# Pooch Plunge

Sunday, August 26



# About

For one day, dogs run the show at City Park Pool. On the last day that City Park Pool is open, the City of Fort Collins opens up its doors for dogs to swim. Lovingly coined the “Pooch Plunge”, this nationally recognized swim day has been a favorite in the Fort Collins community for 14 years. As a pet-loving city, it's no surprise that the Pooch Plunge is one of the City of Fort Collins' most popular events, with a line forming around the pool each year. In 2017, City Park Pool welcomed nearly 500 dogs and nearly 850 humans during the two hour event.

The Pooch Plunge is announced to the public through a playful marketing campaign featuring pets on the cover of their own Pooch Plunge Magazine. In 2016, The Pooch Plunge marketing campaign was awarded the 3CMA Savvy Award for Best Graphic Design Campaign.

At the Pooch Plunge, dogs and owners are welcomed into City Park Pool. As guests enter the pool, the first 400 visitors receive a doggy bag full of treats and a special magazine publication. Inside, dogs are welcome to swim in a pool full of hundreds of tennis balls. Pet store owners and animal experts host space in the lawn and share their expertise and wares with patrons. And, everyone enjoys the splashing and fun of playing outside on the last day of summer.

## Event Specifics

Date: Sunday, August 26, 4:00-6:00 p.m.  
Location: City Park Pool, 1599 City Park Dr.  
Demographic: 500 dog owners, Fort Collins area

## Promotional Highlights

Local favorite.  
2016 3CMA Savvy Award Winner for Best Graphic Design Campaign.  
Promotional vendor fair.  
Doggy bags provided to the first 400 entrants.  
Distribution of the Pooch Plunge Magazine.  
Recognition on print materials; wide distribution.

## Contact

Jami McMannes  
Publicity and Marketing Specialist  
Community Relations and Marketing, Recreation  
City of Fort Collins

Phone: 970.221.6358 | Email: [jmcmannes@fcgov.com](mailto:jmcmannes@fcgov.com)



# Sponsor Benefits

## Plunge Sponsor | \$2,000

Premium company banner (2) placement at event (provided by sponsor)  
Logo placement on promotional materials  
100 posters  
1,000 event handbills  
1,000 tickets  
Promotional booth (1) at event; premium placement  
First Aid Station (1) at event; premium placement  
Primary business location (1) as a ticket sale location  
Option to provide doggy bags for the event (400)  
Option to provide promotional materials in doggy bags (400; no paper)  
Full page back cover ad in the Pooch Plunge Magazine  
Full page editorial column in the Pooch Plunge Magazine  
10 complimentary entries into the event  
Unique sponsorship benefits for Bow Wowvania  
event at The Farm; October 27

## Pooch Sponsor | \$1,000

Company banner (1) placement at event (provided by sponsor)  
Logo placement on promotional materials  
100 posters  
1,000 event handbills  
Promotional booth (1) at event  
Option to provide promotional materials in doggy bags (400; no paper)  
1/4 page ad in the Pooch Plunge Magazine  
Half page editorial column in the Pooch Plunge Magazine  
6 complimentary entries into the event  
Unique sponsorship benefits for BowWowvania  
event at The Farm; October 27

## Promotional Sponsor | \$500

Promotional booth (1) at event  
Option to provide promotional materials in doggy bags (400; no paper)  
1/4 page editorial article in Pooch Plunge Magazine  
1/16 page ad in Pooch Plunge Magazine  
4 complimentary entries into the event  
Unique sponsorship benefits for BowWowvania  
event at The Farm; October 27



**POOCH  
PLUNGE**

**COMING  
SOON**

**AUGUST 26  
CITY PARK POOL**

[fcgov.com/recreation](http://fcgov.com/recreation)

City of Fort Collins Recreation | Recreator

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Auxiliary aids and services are available for persons with disabilities. V/TDD: 711

# Pooch Plunge Magazine

## About

The Pooch Plunge Magazine is an exclusive publication organized for the attendees of the Pooch Plunge event. The Magazine is distributed to the first 400 attendees at the event. The Magazine includes sponsor advertisements and canine related editorial articles.

## Deadlines

Ads and editorial content are due no later than Friday, July 28, 2017. All artwork should be 300 dpi, full color or black and white, and in .jpeg or .pdf format. Submit materials to Jami McMannes (jmcmanes@fcgov.com).

Deliver promotional materials to Mulberry Pool (424 W. Mulberry St.) by Monday, August 6, 2018. Mulberry Pool is open M-Th, 5:30 a.m.-4 p.m., Fridays from 5:30 a.m.-8 p.m., Saturdays from 12:30-5 p.m., and Sundays from Noon-3 p.m.

## Artwork Specifications

### Full Page - without Bleed

8" W X 10.5" H | 830 words

### 1/2 Page Vertical

3.875" W X 10.5" H | 220 words

### 1/2 Page Horizontal

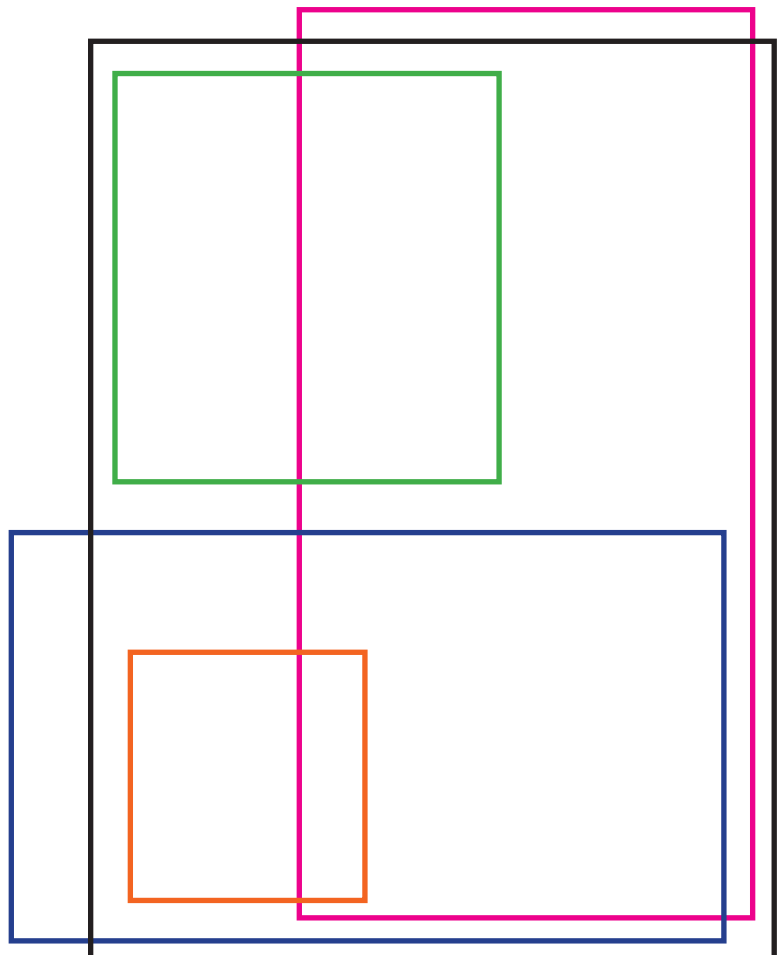
8" W X 5.125" H | 220 words

### 1/4 Page

3.875" W X 5.125" H | 130 words

### 1/16 Page

3.875" W X 3.33" H



# Sponsor Agreement

## Sponsor Information

Please list the following information as you wish it to appear in promotional materials. Sponsorship Agreement and sponsor logos are due no later than July 13, 2018.

Sponsor Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

## Sponsor Level

Select your sponsorship level of choice. An invoice will be sent to the contact listed above.

☐ Plunge Sponsor | \$2,000

☐ Pooch Sponsor | \$1,000

☐ Promotional Sponsor | \$500

## Signature

I hereby enter into a Sponsorship Agreement with the City of Fort Collins Recreation Department for the Pooch Plunge event.

Authorized Sponsor Contact

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Submission

Submit this contract to:

Jami McMannes  
Email: [jmcmannes@fcgov.com](mailto:jmcmannes@fcgov.com)  
215 N. Mason St., 3rd Floor  
PO Box 580  
Fort Collins, CO 80522