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
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

**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

**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 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 (jmcmannes@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
3.8/5”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

215 N. Mason St., 3rd Floor

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