

Pooch Plunge

Sunday, August 25



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 15 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 2018, City Park Pool welcomed nearly 500 dogs and nearly 800 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 25, 3:30-6:00 p.m.
Location: City Park Pool, 1599 City Park Dr.
Demographic: 800 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
Senior Coordinator, Marketing
Parks & Recreation, City of Fort Collins
Phone: 970.221.6358 | Email: jmcmannes@fcgov.com

Note: If Pooch Plunge is canceled for any reason, sponsors will be reimbursed 75% of the contracted level cost. The City of Fort Collins will retain 25% of the sponsorship contribution for services rendered prior to the event, including but not limited to sponsor recognition and promotion. Sponsors also have the option to donate 100% of their contribution to the City of Fort Collins Recreation Department. Please consult a tax professional for more information about tax deductions and donations to municipalities. Your participation in Pooch Plunge grants the City of Fort Collins permission to photograph, record, and video (“photo”) representatives and ambassadors of your organization related to the event. Likenesses may be used in any and all publications, including web-based and social media publications, without payment or consideration. It is understood that all photos will be property of City of Fort Collins.

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 26

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 26

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 26



**POOCH
PLUNGE**

**COMING
SOON**

**AUGUST 26
CITY PARK POOL**

fcgov.com/recreation

City of Fort Collins Recreation | Recreator

Follow us at FCRecreation

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 26, 2019. 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

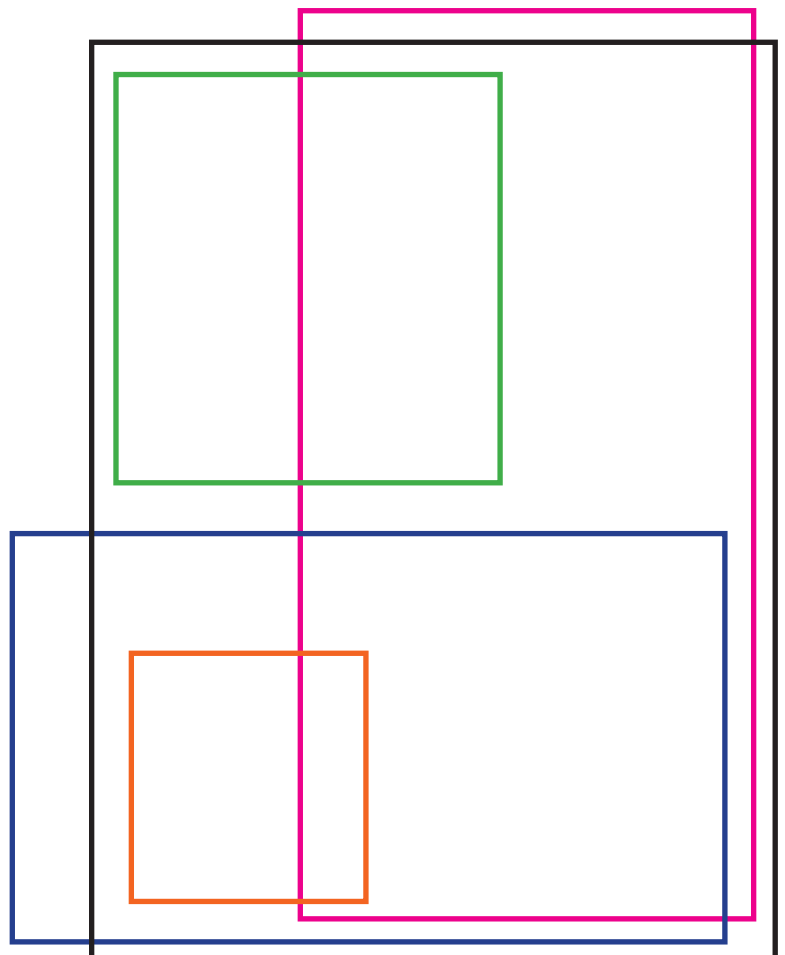
8" W X 5.125" H | 220 words

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 12, 2019.

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: jmcmanes@fcgov.com
215 N. Mason St., 3rd Floor
PO Box 580
Fort Collins, CO 80522