

BENEFITING THE



HUMANE
RESCUE
ALLIANCE

FASHION FOR PAWS

12TH ANNUAL RUNWAY SHOW

SPONSORSHIP OPPORTUNITIES

**MAY 5, 2018 / 7 P.M. - 12 A.M.
OMNI SHOREHAM HOTEL
WASHINGTON, DC**



FASHION FOR PAWS



EVENT DETAILS

Saturday, May 5, 2018

Omni Shoreham Hotel
2500 Calvert Street NW
Washington, DC 20008

EVENT TIMES

Sponsor & VIP Reception:
7:00 p.m.

General Reception & Dinner:
8:00 p.m.

Runway Show:
9:00 p.m.

Party:
10:00 p.m. - 12:00 a.m.

EXPECTED ATTENDANCE
1,000

12TH ANNUAL RUNWAY SHOW

The Fashion for Paws® Annual Runway Show (F4P) benefiting the Humane Rescue Alliance launched in 2007 and in just 11 years has raised more than \$4 million and has generated an incredible amount of national and regional media coverage. F4P continually sells out each year and has been named the #1 Fashion Event in Washington, DC five years in a row!

The Fashion for Paws® Runway Show will be held on May 5, 2018 at the Omni Shoreham Hotel in Washington, DC. General admission tickets are \$120 per person, VIP tickets are \$220 per person, and tables are available from \$3,500 to \$10,000. Sponsors and Table Buyers are invited to the private VIP Reception at 7:00 p.m. before the event begins at 8:00 p.m.

The Fashion for Paws® Runway Show features approximately 50 illustrious personalities as the models, with many escorting fashionably dressed dogs down the runway. Designer doggie couture will be ready-to-wag spring 2018. Women's and men's ready-to-wear spring 2018 apparel will be provided by some of the area's hottest retailers.

Fashion for Paws® will feature an awards reception where we will present the award for "Fashion for Paws® Top Fundraiser of the Year", along with other top fundraising participants. The winners will be chosen based on who has raised the most money in a friendly fundraising competition in the 15 weeks leading up to this event.



OUR IMPACT



ABOUT THE HUMANE RESCUE ALLIANCE



The Humane Rescue Alliance (HRA) has protected and served the animals of the DC community for more than 145 years and serves more than 60,000 animals annually. The broad range of programs offered include: rescue and adoption, humane law enforcement, low-cost veterinary services, animal care and control, behavior and training, spay-neuter services, humane education, and many others. The organization is dedicated to ensuring the safety and welfare of all animals, bringing people and animals together, and working with all communities to support these relationships. HRA is based in Washington, DC, the only major urban area in the country that has all of its animal protection programs and services unified in one organization, making the Humane Rescue Alliance a model for the nation.

REASONS TO SUPPORT FASHION FOR PAWS

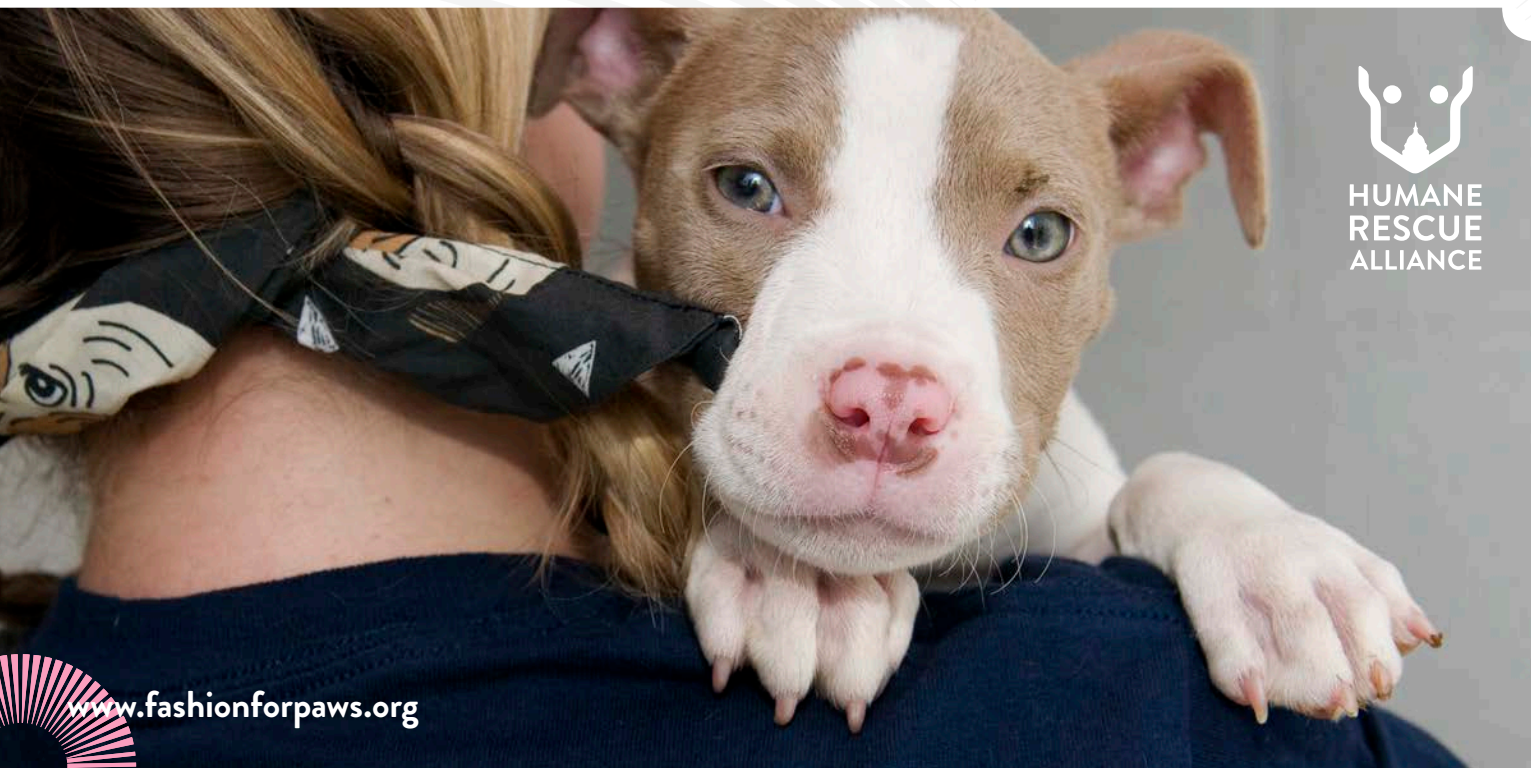
The Fashion for Paws® Runway Show is a high caliber, one of a kind, luxury brand event that infuses the nation's capital with cutting edge high fashion. The event draws an extraordinary crowd of Washington, DC's top VIPs, fashion and animal lovers alike - all who represent your target audience.

Fashion for Paws® is the premiere event to target affluent, well-educated, charity-minded individuals. Cash and in-kind sponsorships underwrite event costs which allow us to provide care to more animals that desperately need our help.

Your company and brand will be heavily promoted as an event sponsor and associated with HRA's brand and meaningful work in the community.

IN 2017, THE HUMANE RESCUE ALLIANCE:

- **Field Officers responded to more than 15,000 calls for help.**
- **Medical team served more than 20,000 animals.**
- **Built families through more than 4,750 adoptions.**
- **Performed nearly 7,000 low-cost spay/neuter surgeries.**
- **CatNiPP (Cat Neighborhood Partnership Program) sterilized 1,200 feral/community cats.**
- **Reached 2,100 young people through the Humane Education program.**



HUMANE
RESCUE
ALLIANCE

IN THE NEWS



E! ALL NEWS PHOTOS VIDEOS TV SCOOP FABULIST EL SHOWS

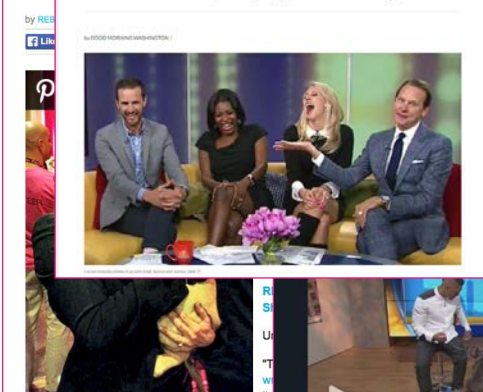
WEEKLY US HOME NEWS PHOTOS VIDEOS STYLE BEAUTY MOMS BODY ENTERTAINMENT

THE SCENE BISNOW presented by **WTOP** DC

PETS

WJLA NEWS, TRAFFIC, WEATHER, SPORTS, FIVE HOUSES, FEATURES, CALL FOR ACTION, MARKET, SCHEMERS

Carson Kressley talks "RuPaul's Drag Race," Fashion for Paws, and judges GMW Drag Race!



-- Marie Osmond adopting a puppy at the Washington Humane Society's 6th Annual Fashion For Paws Runway Show in Washington D.C.

Debra Messing and W Cozy Up During Dr. J Performance



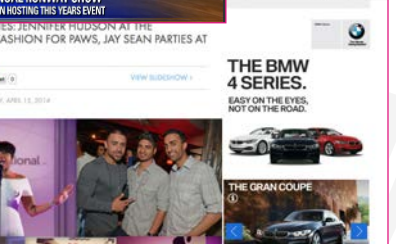
Fashion for Paws 11th Annual Runway Show



Fashion for Paws & Children's Ball



17th ANNUAL RUNWAY SHOW



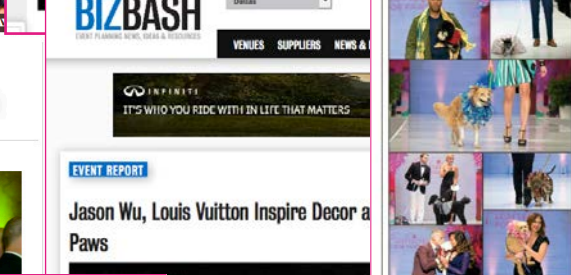
REVAMP News | D

Redskin Chris Culliver walks in Fashion For Paws event



ON THE SCENE

dogs on catwalk at Fashion for Paws benefited Washington Humane Society Apr. 12



Politicos Honored By Pups At '13 Fashion For Paws Runway Show; Annual WHS Program Raises \$~700k

By Danna Hakkli on April 16, 2013



BIZBASH

EVENT REPORT Jason Wu, Louis Vuitton Inspire Decor at Paws



Fashion for Paws Scoops Up \$353K

Washington Humane Society's Fashion for Paws 11th Annual Runway Show gathered 1,000 guests to the Grand Ballroom Washington April 12 for its annual fund-raising event.



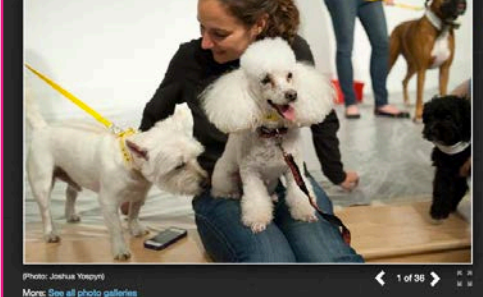
Dogs work the catwalk for 'Fashion for Paws'

Dozens of dogs participated in this year's Fashion for Paws, the Washington Humane Society's annual fund-raising event.



Dogs work the catwalk for 'Fashion for Paws'

Dozens of dogs participated in this year's Fashion for Paws, the Washington Humane Society's annual fund-raising event.



WASHINGTON MAGAZINE

Recap of Fashion for Paws 2013 (Photos)



Fashion for Paws 2013 Captures An Emerald Glow

The Washington Humane Society's Fashion for Paws 11th Annual Runway Show gathered 1,000 guests to the Grand Ballroom Washington April 12 for its annual fund-raising event.



SPONSORSHIP



Photos by Moshe Zusman

FASHION FOR PAWS® SPONSORSHIP LEVELS

BEST IN SHOW (Presenting Sponsor - \$100,000)

- Title rights to the Fashion for Paws 12th Annual Runway Show
 - *Fashion for Paws 12th Annual Runway Show Presented By...*
- Opportunity for CEO/Spokesperson to give remarks during event program prior to runway show
- Photo opportunity with celebrity emcee (if applicable)
- Organization name referenced at all times with Fashion for Paws 12th Annual Runway Show
- Four mentions by event emcee during the event
- Opportunity to have CEO/Spokesperson participate in the runway show
- Three (3) VIP Tables for six (6) guests each (organization name on tables)
- Name/logo on Fashion for Paws website
- Name/logo included on event signage
- Name/logo on front and back cover of printed program book
- Full-page ad in the printed program book
- Name/logo included in press release, HRA's Alliance Magazine, and e-mail (e-mail sent to 60,000+ people)
- Name/logo included in social media
- Name/logo on event step and repeat banner

BIG BARKER (\$50,000)

- Two (2) VIP Tables for six (6) guests each (organization name on tables)
- Name/logo on Fashion for Paws website
- Name/logo included on event signage
- Name/logo on back cover of printed program book
- Full-page ad in the printed program book
- Name/logo included in press release, HRA's Alliance Magazine, and e-mail (e-mail sent to 60,000+ people)
- Name/logo included in social media
- Name/logo on event step and repeat banner
- Two mentions by event emcee during the event program prior to runway show

Benefits listed above are negotiable and can be customized

SPONSORSHIP



Photos by Moshe Zusman

FASHION FOR PAWS® SPONSORSHIP LEVELS

TOP DOG (\$25,000)

- One (1) VIP Table for eight (8) guests (organization name on table)
- Name/logo on Fashion for Paws website
- Name/logo included on event signage
- Name/logo on back cover of printed program book
- Full-page ad in the printed program book
- Name/logo included in press release, HRA's Alliance Magazine, and e-mail (e-mail sent to 60,000+ people)
- Name/logo included in social media
- Name/logo on event step and repeat banner
- Two mentions by event emcee during the event program prior to runway show

CANINE COUTURE (\$10,000)

- One (1) VIP Table for six (6) guests (organization name on table)
- Name/logo on Fashion for Paws website
- Name/logo included on event signage
- Name/logo on back cover of printed program book
- ½ page ad in the printed program book
- Name/logo included in press release, HRA's Alliance Magazine, and e-mail (e-mail sent to 60,000+ people)

HAUTE DOG (\$5,000)

- Four (4) VIP Tickets
- Name/logo on Fashion for Paws website
- Name/logo included in e-mail (e-mail sent to 60,000+ people)
- Name/logo included on event signage
- Name/logo on back cover of printed program book
- ¼ page ad in the printed program book

FRIEND OF FIDO (\$3,000)

- Two (2) VIP Tickets
- Name/logo on Fashion for Paws website
- Name/logo included in e-mail (e-mail sent to 60,000+ people)
- Name/logo included on event signage

ATTENDEE (Individual) AND SUPPORTER

- Table of 10 (front row) **\$10,000**
- Table of 8 (second row) **\$7,000**
- Table of 6 (third row+) **\$3,500**
- VIP Ticket **\$220**
- General Admission Ticket **\$120**

Benefits listed above are negotiable and can be customized

ADVERTISE







Audi
DCAudiDealers.com



PROGRAM BOOK ADVERTISEMENT

Support the Fashion for Paws® Runway Show benefiting the Humane Rescue Alliance by placing an ad in the event program book passed out to more than 1,000 event guests. Program ads must be purchased by April 13, 2018 in order to meet the printing deadline for the book. This program book will feature a photo and bio on each participant in the show, highlight previous Model Washingtonian of the Year fundraising winners, as well as Runway Show sponsors and the animals and programs that the funds raised will benefit.

AD DETAILS

	Full-Page Ad	Live area – 5.5 wide x 7 high (non-bleed).....	\$2,500
	Half-Page Ad	Live area – 5.5 wide x 3.5 high (non-bleed).....	\$1,500
	1/4 Page Ad	Live area – 2.75 wide x 3.5 high (non-bleed).....	\$750
	Business Card Ad	Live area – 2.75 wide x 1.75 high (non-bleed)	\$300

Email four-color camera-ready ads to fashionforpaws@humanerescuealliance.org.

www.fashionforpaws.org

PREVIOUS SPONSORS



TYSONS
GALLERIA



TRUNK CLUB

novadog
magazine

FIDM



MOSHE ZUSMAN
PHOTOGRAPHY STUDIO



The VIRGINIA MARYLAND DOG

LINDER
GLOBAL EVENTS



THE RITZ-CARLTON
TYSONS CORNER

Reston Limousine

ATMOSPHERE
CONCERT, CORPORATE & SPECIAL EVENT LIGHTING PRODUCTION SERVICES



South Paws
VETERINARY SPECIALISTS & EMERGENCY CENTER

DI SEYHAN



THE HILL

SNOBSWAP
SWAP. SELL. SHOP. SAVE

Cities
RESTAURANT & LOUNGE



Anthony Rubio
designs



Audi
DCAudiDealers.com



TOKA
salon & day spa

GEORGETOWN CUPCAKE



JRINK
juicery

THE
ARTIST
AGENCY

Sondra Celli

SVEDKA
IMPORTED VODKA



Thiero & Associates LLC

albert
creative services LLC

the aba agency
COMMUNICATE WITH STYLE



TEATRO
GOLDONI



SYZGY
EVENT PRODUCTIONS



The
Webster
Group

PHILIPPA
TARRANT
FLORAL DESIGN



bis now
(almost) never boring



CAPITOL FILE
MAGAZINE

TTR | Sotheby's
INTERNATIONAL REALTY

DENTONS



INSIDE
LOOK
TV MAGAZINE

CityCenterDC

SPONSORSHIP



Photos by Moshe Zusman



SPONSORSHIP AGREEMENT

- BEST IN SHOW** (\$100,000)
- TOP DOG** (\$25,000)
- HAUTE DOG** (\$5,000)
- ATTENDEE** (Individual) \$_____
- CUSTOM/IN-KIND SPONSOR** (Describe Type of Sponsorship) _____
- BIG BARKER** (\$50,000)
- COUTURE CANINE** (\$10,000)
- FRIEND OF FIDO** (\$3,000)

DETAILS

Name of Company/Organization _____

Contact Person and Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsor name as it will appear on printed materials _____

Sponsor Representative Signature

Date

Please send completed form and mail check payment to:

Emily Miller
Director of Special Events
Email: emiller@humanerescuealliance.org
Fax: 202-723-5409

Fashion for Paws
c/o Humane Rescue Alliance
71 Oglethorpe St NW
Washington, DC 20011



@fashionforpaws



www.facebook.com/fashionforpaws

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