

Tails & Trails



Walk **5K** Run

For Greenville County Animal Care

Sponsorship Opportunities



2025 Tails & Trails 5k

We're so excited to announce our 9th annual Tails & Trails 5K – Greenville County Animal Care's largest (and most fun) annual fundraiser!

Participants will race the trails at beautiful Conestee Park side by side with their best running partner – their dog! Whether they race with or without their four-legged companion or just walk the trail to support our great cause, Tails & Trails is fun for everyone. This fundraiser makes a difference in the lives of homeless animals, and the families that love them. All proceeds from Tails & Trails goes directly to benefit the animals of Greenville County Animal Care. After the race, we encourage participants to stay a while to visit our vendor village, let their pup splash in the puppy pools, and take away some amazing prizes at our dog-gone awesome award ceremony!

This year's race will take place on **Saturday, May 3rd**





Our mission

Tails & Trails is all about having a great time with your pet, but we know that not all animals are as fortunate. Circumstances sometime leave pets homeless and in need of somewhere to go, someone to provide medical care, food and a warm place to sleep. We are here for them but it takes a lot of money to provide that much needed care, to support our innovative life-saving programs like targeted spay/neuter to help reduce our homeless pet population and prevention programs that keep pets out of the shelter and in their homes with the families that love them.

With **your** sponsorship, you are directly supporting us in our life-saving mission. Every dollar helps and YOU can make a difference!

Greenville County Animal Care Audience



County Website Exposure:
*7 million +
page views*



Subscribers:
55,000+



Followers:
54,900+



Followers:
13,780+



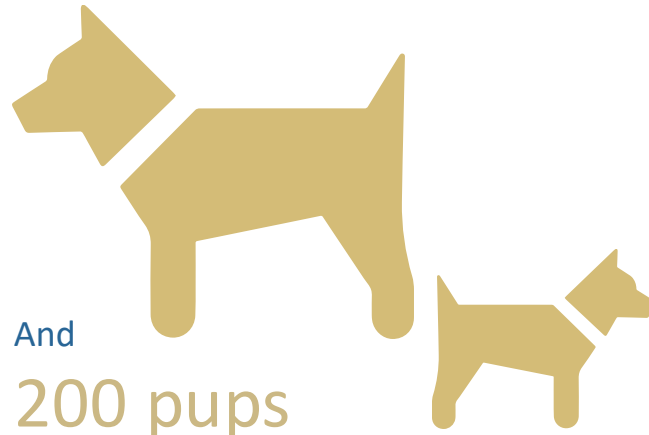
Followers:
11,100+

2024 Tails & Trails Stats

We had a total of **540 participants** raise **\$40,941** to help homeless pets at Animal Care, helping us maintain a NO KILL community. It was an amazing day of fun, fellowship, and charity. We'd like to thank our amazing community for coming out and supporting our largest fundraiser of the year! With your support, YOU help make a difference in the lives of our community's homeless animals, and the families that love them. The pets at Animal Care say a big "THANK YOU" to all the human and dog participants, and to our generous sponsors.



We hosted
540 racers



And
200 pups

In total, we raised
\$40,941

For homeless pets in our community



Participants ran

3.1 miles

Of scenic trails in Conestee Park



We celebrated with

13 sponsors



And

18 vendors

In our vendor village

2025 Sponsorship opportunities

“Top dog”

\$10,000

Exclusive Event Naming Privilege! Your business name becomes part of all event advertising & PR!
Read as “The _____ Tails & Trails 5K benefitting Animal Care”

Includes:

Media & Promotion

- One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)
- 5 Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Prominent** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Logo Displayed on **Front** of race T-shirt

On-site and Promotional Material Event Exposure

- **20** Complimentary Race Entries
- Adoption event with the Animal Care-A-Van at agreed upon location



2025 Sponsorship opportunities

“trailmaster”

\$5,000

Exclusive Vendor Village Naming Privilege! Your business name becomes part of all event advertising & PR!
Read as “The _____ Tails & Trails Vendor Village ”

Includes:

Media & Promotion

- 3 Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Large** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Large logo** displayed on back of race T-shirt

On-site and Promotional Material Event Exposure

- **10** Complimentary Race Entries
- Adoption event with the Animal Care-A-Van at agreed upon location



2025 Sponsorship opportunities

“Best Friend”

\$1,000

Includes:

Media & Promotion

- 2 Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Medium** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Medium logo** displayed on back of race T-shirt

On-site and Promotional Material Event Exposure

- 5 Complimentary Race Entries



2025 Sponsorship opportunities

“Tailwagger”

\$500

Includes:

Media & Promotion

- 1 Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Small** logo display on banner/signage and all advertising
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Small logo** displayed on back of race T-shirt


volunteer

- Individuals from your organization support in race logistics.
- Treat this as a staff development outing for your company!
- All volunteers receive a staff shirt along with free snacks and drinks throughout the weekend while working
- Volunteer Groups also receive PA announcements & can be included in digital athlete bags, if desired



Tails & Trails 5K Walk/Run Sponsorship Opportunities

Event Description: Show your customers your compassion for animals while gaining exposure to an exclusive local audience by sponsoring Greenville County Animal Care's second annual charity run to benefit homeless animals. Event will take place on May 3, 2025 at Conestee Park. Tails & Trails is a 5K run/walk geared toward dog owners, animal lovers and athletes of all ages. After the race, vendors and our announcer/DJ will entertain runners until awards are presented. Learn more at www.greenvillepets.org.

 Social Media Exposure: Facebook: 54,000 + Twitter: 11,000 + Instagram: 13,700 + E-Newsletter Audience: 55,000+ Web Site Exposure: More than 7 million page views	Sponsorship Level	Top Dog \$10,000	Trail Master \$3,000	Best Friend \$1,000	Tailwagger \$500
	Media & Promotion				
	Exclusive Tournament Naming Privilege	x			
	One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)	x			
	Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included	5 posts throughout the year	3 posts	2 posts	1 post
	Animal Care badge (logo) for company web site	x	x	x	
	Acknowledgement in press release	x	x	x	
	Logo displayed on the sponsorship page of greenvillepets.org , linked with front page exposure on greenvillerec.com and greenvillecounty.org .	x	x	x	x
	Acknowledgement in Animal Care and Greenville Rec e-newsletters	x	x	x	x
On-site and Promotional Material Event Exposure					
	Tent or booth space at event	x	x	x	x
	Logo displayed on banner/signage and all advertising	Prominent	Large	Med.	Small
	Banner displayed at event	x	x	x	
	Promotional material included in registration packet (must provide material of choice)	x	x	x	x
	Mentions during announcements at the event	x	x	x	x
	Logo Displayed on T-shirt	Front of shirt	Large logo	Med. logo	Small logo
Additional Benefits					
	Complimentary Race Entries	20	10	5	2
	Office Puppy Party	x	x		

If you're interested in becoming a vendor for a \$50 fee, please contact Paula Church for more information: (864) 467-3986 or petpr@greenvillecounty.org



Scan here



To Become a
sponsor now!

Tails & Trails



Walk **5K** Run

For Greenville County Animal Care

visit greenvillepets.org
to learn more