

WEST HARTFORD IS GOING TO THE DOGS!

The painted dogs, that is. And we couldn't be more excited!



Scheduled to scamper into town this late spring, **THE DOG WALK** is the brainchild of **20/20 Media**, the West Hartford-based media/marketing outfit that is also coordinator of a slew of other innovative fundraisers — including the spectacular **WeHa Bear Fair**, recently on exhibit in Blue Back Square, West Hartford Center and Westfarms.

Launched this past summer, the WeHa Bear Fair proved to be a popular exhibition and fundraiser that sent the spirits of West Hartford residents soaring... filled local shops and restaurants with oodles of visitors...and, most of all, helped numerous non-profits carry on their important work.

Like the Bear Fair, the The Dog Walk promises to brighten West Hartford with a fabulous display of one dozen fiberglass dogs, each one the creative work of a talented artist and sponsored by a local business who will select a nonprofit organization to benefit from proceeds raised by visitors.

“You can feel the excitement building throughout the entire town of West Hartford. After all, who doesn’t love dogs? And who doesn’t love lending a helping hand to organizations that help those in need?” says Tom Hickey, CEO of 20/20 Media.

For those interested in joining with and help our community by becoming a WeHa Dog Walk sponsor...read on:



Painted bears of the 2021 WeHa Bear Fair

20/20

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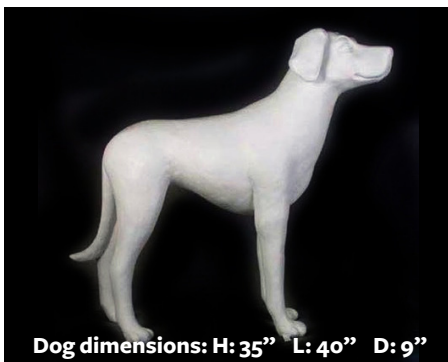
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Who benefits from THE DOG WALK?

- The residents of West Hartford and surrounding towns
- West Hartford shops and businesses
- The Town of West Hartford
- Non-profits
- Artists featuring their work
- Generous community-minded business and individuals who sign on as sponsors

How does the THE DOG WALK work?

- Businesses, large and small, and individuals or groups of individuals, are invited to sponsor one of 12 dogs, which will be available for sponsorship on a first come first serve basis.
- Sponsors and 20/20 Media designate a charitable organization or enterprise to benefit from donations via the QR code.
- Local artists are invited to design and paint the dogs. Sponsors may request to have their dog painted by an artist of their choice, or 20/20 Media can assign one. What's in it for the artist? Recognition for their work and a stipend to cover the cost of supplies.



- Once painted, the dogs are unveiled at a town-wide The Dog Walk Reveal Party open to all. They are then placed on display at select locations in West Hartford Center, Blue Back Square and elsewhere. Dates and details will be announced in the coming months.
- Those who visit the exhibition will have the opportunity to donate to the charitable organization designated by the sponsor via the QR code.

What are the benefits of sponsorship?

Sponsors will benefit from the well-coordinated and aggressive marketing and public relations campaign organized by 20/20 Media.

20/20 Media is committed to spending substantial promotional dollars to publicize The Dog Walk in West Hartford as well as beyond its borders. All marketing materials will include the name and logo of each event sponsor.

Additional out-of-area promotional dollars will be available through title and lead sponsors. brochures, website and responsive Google maps will guide visitors to the dogs and provide information about the dogs' sponsor, artists and benefiting non-profit.



The 20/20 Media marketing and public relations plan includes:

- A dedicated Dog Walk website, Facebook, twitter and Instagram accounts, with a combined media reach of 100,000 people
- Extensive promotion via placement of promotional articles and periodic press releases in other digital publications, such as we-ha.com, WEHA Magazine and the Southern New England Jewish Ledger, as well as on their Facebook and twitter accounts.
- Print materials, including event posters, promotional signage, flyers, maps, auction brochure and more.
- Media outreach
- Print & digital advertising
- Exposure through an email/digital and social media reaching nearly 900,000
- Public kick-off event

As a Dog Walk 2022 Sponsor you agree to:

- Invest \$10,000 per Dog.
- Choose a nonprofit beneficiary in conjunction with 20/20 Media.
- Include the DOG WALK 2022 logo on your website and in all promotional material to drive sales/donations for nonprofit.
- Nonprofits will include DOG WALK 2022 on their website and in promotional material to increase exposure.
- Nonprofit will include a DOG WALK 2022 DONATE button on their website and in all social media. Nonprofit will benefit from the revenue number raised during the DOG WALK 2022 for all to promote.
- Custom Dog Delivery other than the basic DOG WALK 2022 promotional plan can be quoted for an additional price.

SPONSOR BUSINESS: _____

SPONSOR CONTACT: _____

NON-PROFIT BENEFICIARY: _____

DOG LOCATION: _____

ARTIST: _____

- 20/20 MEDIA can provide Beneficiary, Artist and/or Location at no additional cost.
- PAYMENT: Check or Debit/Credit Card made payable to 20/20 Media, \$5,000 due now and \$5,000 due July 1, 2022.

DEBIT/CREDIT CARD PAYMENT INFO:

Name/Business on Card: _____

- Credit card: Visa MasterCard
 American Express Discover

Card number: _____

Expiration date: ____/____/____



**For additional information
contact:**

Tom Hickey
tom@2020media.com
860.508.4032

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