

MUTTS AND MODELS

The Fundraiser for Underprivileged Pets

2012 Event Fact Sheet

What:

Celebrating its 11th year, Mutts and Models, Colorado's original "black-collar" event, is Denver's premiere canine and celebrity fashion show. Guests will delight in watching a unique fashion show featuring local philanthropists, celebrities, and media personalities strutting down the runway with their dogs.

Why:

The success of Mutts and Models is critical to Harrison Memorial Animal Hospital which provides healthcare for pets of disadvantaged populations. Veterinary services at Harrison Memorial are subsidized and would not exist without the financial support of individuals and organization within our community. In addition to the fashion show, funds are raised through sponsorships, ticket sales, and from the evening's live and silent auctions.

When:

Saturday, May 12 2012
VIP Party 6:30-7:30PM
Main Event 7:30-9:30PM
Fashion Show 9:30-10:30PM

Where:

EXDO Event Center
1399 35th Street
Denver, Co 80205

Website: www.cvmf.org**Attire:** Cocktail**Attendees:**

Expected attendance is 500+. While our attendees span the ages of 21 to 85, the majority are between the ages of 25 to 40 and 55 to 70. Nearly 30 states have been represented and over 60 cities from Colorado alone. We are proud of the appeal that Mutts and Models has to men and women of all ages, interests, backgrounds, and lifestyles. Since 2002, our models have included over 170 local celebrities.

Event Contact:

Brittney Parent-Williams, Manager of Development, 303.539.7638 or BrittneyParent-Williams@cvmf.org.

Media Contact:

Tara Miller, Manager of Public Relations, 303.539.7267 or TaraMiller@colovma.org

Past Publicity Includes:

The American DOG; Colorado Homes and Lifestyles; Denver Dog News Examiner; Fido Friendly; The Post-News Community; OutFront Colorado; Rocky Mountain Dog; Veterinary Practice News; The Villager; The Westword; Media coverage on FOX 31 Good Day Colorado, KUSA Sunday Morning 9News broadcast, Colorado and Company, CW2 Morning News, Everyday Colorado, and Metromix TV; Radio coverage on 630 KHOW, and 95.7 The Party; Internet promotions were staged with 9News.com, CBS4Denver.com, ColoradoExpressions.com; MyFoxColorado.com, DenverDogChat.com; DOSP online newsletter, KGNU.org, Coloradononprofits.org, ColoradoK9Corner.com, Metormix.com; WaxingtheCity.com

Past Celebrity Models:

Janell Ames, Ms. Colorado; Ernie Bjorkman, WB2; Peter Boyles, 630 KHOW; Lynn Carey, CBS4; Andrea Carhart, 5280 Magazine; Erica Cobb, Alice 105.9; Joanne Davidson, Denver Post; Walter Davis, Denver Nugget; Becky Ditchfield, 9News; Norm Early, Denver District Attorney; Lynette Elliot, OutFront Colorado; Kelly Ford, 98.5 KYGO; Janet Haw, Miss Colorado USA 2004; Michele Hendry, KLZ 560 AM; Chris Jose, FOX 31; Kyle Keefe, Altitude Sports and Entertainment; Kathy Lee, 103.5 the Fox; Tim Lewis, ESPN Radio; Issa Lopez, 95.7 The Party; Heidi McGuire, 9News; Melody Mendez, FOX 31; Greg Nieto, FOX 31 and The Deuce; Chris Parente, The Deuce; Reggie Rivers, former Denver Bronco; Bret Saunders, KBCO; Jake Schroeder, Opie Gone Bad; Karlyn Tilley, KMGH Channel 7; Karyn Ruth White, Comedian.

2012 Event Fact Sheet (continued)

Past Fashion Sponsors:

2011 ~ Blush, Ltd. and Ted's Clothier
2010 ~ Blush, Ltd. and Moda
2009 ~ Saks Fifth Avenue
2008 ~ Saks Fifth Avenue
2007 ~ Saks Fifth Avenue
2006 ~ Brandis B
2005 ~ Blush, Ltd. and Brandis B
2004 ~ Auer's and Andrisen Morton
2003 ~ Gabriel Conroy, Eve, Austin Hauck, LucyBlue, KDNV, and Sun Cali
2002 ~ Gabriel Conroy and Brandis B

Theme History:

2011 ~ Breakfast at Sniffany's
2010 ~ Wizard of Paws
2009 ~ Howlywood
2008 ~ Diamonds are Fur~ever
2007 ~ Mutt-lin Rouge
2006 ~ Vanity Fur
2005 ~ Petropolis
2004 ~ Pets In The City
2003 ~ Pet A Porter
2002 ~ The Kit Kat Klub

Ticket and Sponsorship Sales:

Call us at 303.539.7638

Cash Sponsorships:*

Presenting Sponsor	\$15,000
VIP Party Sponsor	\$ 7,500
Gold Sponsors.....	\$ 5,000
Silver Sponsors	\$ 2,500
Bronze Sponsors	\$ 1,500

Table Pricing:

Table for 8 (non-sponsor)	\$ 1,500
Table for 4 (cabaret table, non-sponsor)	\$ 750

Ticket Pricing:

Front Row Runway seat.....	\$ 175
Second Row Runway seat	\$ 125
General Admission (standing)	\$ 50
VIP Party**	\$ 50
Eleven for 11 (purchase 11 tickets and get 11% off)	

Other Ways to Participate:***

Strut Your Pet on the Big Screen--debut you and/or your dog's photo in the pre-event slideshow	\$25/photo
Program Ad Space—purchase ad space to be placed in the event program:****	
Full page ad space.....	\$ 1,000
Half page ad space.....	\$ 500
Quarter page ad space.....	\$ 250
Eighth page ad space	\$ 125

Silent or Live Auction Items—participate by donating a silent or live auction item for the event. Complimentary tickets will be provided to our auction contributors depending on the value of the donation.

*Please refer to Sponsorship Benefits sheet for details.

**VIP Party tickets must be purchased for each person who wishes to attend at an additional cost. Complimentary food and beverages provided.

***Please refer to Purchase Form for details:

****A 50% discount is provided for ad space with a \$1,500 table purchase and a 25% discount is provided for ad space with a \$750 table purchase.