



GREATER GOLDEN GATE SHIH TZU FANCIERS

Sponsorship Opportunities

Help us celebrate, educate, and preserve the Shih Tzu through club programs, outreach, and specialty events.

Each sponsor helps Greater Golden Gate Shih Tzu Fanciers create welcoming, educational, and memorable events for exhibitors, breeders, owners, and the public. Sponsorship recognition provides professional visibility before, during, and after the featured event.

EXCLUSIVE TITLE PARTNER

\$5,000

- Exclusive naming recognition as the event's premier Title Partner across current digital, onsite, and post-event promotions.
- Dominant logo placement on the event webpage, registration signage, ringside displays, awards-area signage, and club Facebook/social content.
- Custom co-branded sponsor banner in the highest-visibility available event location.
- Featured recognition during opening remarks, major announcements, awards presentations, and closing acknowledgments.
- Dedicated multi-post social campaign before, during, and after the event, including sponsor profile, products, imagery, tags, and links.
- Exclusive opportunity to present or underwrite the Best in Specialty Show award and provide a branded winner gift.
- Premium vendor or demonstration space, product display, and approved welcome-bag placement.
- First right of refusal for the following year's Title Partnership and first right to assume available Exclusive Marketing Partnerships.

PRESENTING PARTNER

\$2,500

- Prominent recognition as a Presenting Partner throughout current digital, onsite, and post-event promotions.
- Large logo placement on the event webpage, sponsor signage, registration displays, awards-area signage, and club Facebook content.
- High-visibility sponsor banner placement; banner supplied by sponsor and subject to venue requirements.
- Featured recognition during selected announcements and awards presentations.
- Dedicated Facebook sponsor spotlight plus inclusion in pre-event and post-event social campaigns.
- Opportunity to sponsor a major award, hospitality feature, or exhibitor amenity with co-branded recognition.
- Preferred vendor, demonstration, or product-display space when available.
- Approved promotional literature, samples, or coupons in exhibitor welcome bags.

PREMIER PARTNER

\$1,000

- Premier Partner recognition on the event webpage, sponsor signage, digital promotions, club Facebook page, and post-event acknowledgments.
- Prominent logo placement on shared ringside, registration, and awards-area sponsor displays.
- Dedicated sponsor spotlight featuring the business, products, logo, social tag, website link, and approved sponsor content.
- Verbal recognition during opening remarks, selected announcements, and the awards program.
- Opportunity to sponsor a specialty award or provide a branded winner gift, subject to club approval.
- Approved product samples, literature, or coupons in exhibitor welcome bags.
- Preferred vendor or information-table placement when space is available.
- Sponsor banner displayed in a high-visibility area; sponsor supplied and subject to venue requirements.

MAJOR PARTNER

\$600

- Large logo placement on the event webpage, shared sponsor signage, and selected digital promotions.
- Individual recognition post on the club's Facebook page with approved content, social tag, and website link.
- Verbal recognition during selected event announcements.
- Approved literature, coupons, or samples in exhibitor welcome bags.
- Opportunity to provide a product or gift for a designated award or exhibitor drawing.
- Preferred vendor or information-table placement when space is available.



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Additional Sponsorship Opportunities

Flexible ways for individuals, families, kennels, and businesses to support the club.

SUPPORTING PARTNER \$400 • Logo placement on the event webpage and shared sponsor signage. • Inclusion in selected digital promotions and a shared Facebook/social thank-you campaign. • General verbal recognition during the event. • Approved promotional literature or coupons in exhibitor welcome bags. • Opportunity to contribute a product or gift to an exhibitor drawing or hospitality area.	COMMUNITY PARTNER \$200 • Business name or logo listed on the event webpage and shared sponsor signage. • Inclusion in a shared sponsor thank-you on the club's Facebook page and social channels. • General sponsor acknowledgment during the event. • Opportunity to provide approved literature or coupons for the exhibitor welcome area.
WATER PARTNER - \$150 • Exclusive or shared recognition at the hospitality or water station. • Logo or name on station signage and the event webpage. • Shared digital sponsor acknowledgment. • Sponsor-supplied banner may be displayed near the station, subject to venue requirements.	SHIH TZU BUDDIES - \$50 • Name listed on the club website and shared event sponsor display. • Inclusion in a shared social-media thank-you. • Designed for individuals, families, kennels, and small businesses wishing to support the event.

COLLATERAL AND PROMOTIONAL GUIDELINES

Logo files	High-resolution PNG, JPG, PDF, EPS, or SVG. Transparent-background files are preferred.
Facebook and social content	Provide the preferred business name, website, Facebook page, social handles, logo, approved photos or video, product information, and a short description. The club may format these into branded posts, stories, event updates, sponsor spotlights, and acknowledgments.
Banners and signage	Banners are supplied by the sponsor unless otherwise arranged. Placement is determined by available space, safety requirements, and venue rules.
Products and welcome bags	Samples, coupons, literature, and winner gifts must be approved in advance and delivered by the club's stated deadline.
Production deadline	Recognition begins after payment or written acceptance of an in-kind partnership and receipt of required artwork/materials.
Printed catalog notice	The printed event catalog has already gone to press. This package replaces catalog advertising with expanded digital, onsite, award, product-placement, and post-event visibility.
Placement and availability	Vendor space, banner location, award association, announcements, and other benefits are subject to venue rules, available space, and the final event schedule.



GREATER GOLDEN GATE SHIH TZU FANCIERS

Exclusive Marketing Partnership

One available - Official Show Dog Grooming Partner

IN-KIND SPONSORSHIP - PRODUCTS AND MERCHANDISE ONLY - NO MONETARY CONTRIBUTION REQUIRED

Greater Golden Gate Shih Tzu Fanciers may select one company as the **Official Show Dog Grooming Partner** for the Specialty Show. This Board-controlled opportunity is **not available as a standalone sponsorship**. It may be extended only to a qualified **Premier Partner (\$1,000) or higher**, or by special invitation of the Board in recognition of an established relationship or exceptional support of the club.

ELIGIBILITY: Premier Partner (\$1,000) or higher, or special invitation by the Board. Selection is limited to one qualified company and remains subject to final Board approval.

SPONSOR PROVIDES

- A complete, mutually approved professional grooming and coat-care product system for the club's designated top-ranking Shih Tzu, including shampoos, conditioners, treatments, styling products, finishing products, and related show-day essentials.
- Products needed by the designated dog and show team for preparation, maintenance, setup, and show-day presentation during the agreed partnership period.
- Promotional merchandise, product samples, coupons, educational materials, brochures, and branded items for exhibitors or welcome bags, as mutually agreed.
- High-resolution logos, product information, website and social links, and approved promotional assets.
- All products and merchandise are supplied at no cost to the club, the designated dog, or the dog's show team. No monetary sponsorship payment is required.

PARTNERSHIP BENEFITS

- Exclusive designation as the Official Show Dog Grooming Partner of Greater Golden Gate Shih Tzu Fanciers for the agreed event and partnership period.
- The designated top-ranking Shih Tzu and its approved show team will use the sponsor's approved products during show-day setup, grooming preparation, and presentation when appropriate for the dog and consistent with professional judgment.
- Prominent product display at the designated grooming setup, subject to venue and show rules.
- Club-created or approved photographs, short-form video, behind-the-scenes setup content, product features, tagged mentions, sponsor links, and post-show acknowledgments featuring the dog and products.
- Recognition across the club's official Facebook page and other club social channels before, during, and after the event.
- The sponsor may repost approved club-provided images and social assets featuring the dog and products, subject to owner, handler, photographer, and club approval.
- Opportunity to include approved samples, literature, coupons, and branded merchandise in exhibitor welcome materials.
- First opportunity to renew the partnership for the following year, subject to Board approval and Title Sponsor priority.

EXCLUSIVITY AND TITLE SPONSOR PRIORITY

Only one Official Show Dog Grooming Partner may be selected for the event. No competing grooming product company will receive equivalent featured-dog product placement or the same exclusive designation during the agreed partnership period. The opportunity is reserved for a qualified Premier Partner (\$1,000) or higher, unless the Board extends a special invitation based on an established relationship or exceptional support. A secured Title Sponsor has the first right to assume any available Exclusive Marketing Partnership. If the Title Sponsor declines this opportunity, the Board may extend it to another qualified sponsor.

All product use, content creation, image use, timing, and deliverables are subject to a separate written agreement and the approval of the club, dog owner, handler/show team, photographer, venue, and applicable show rules.



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Sponsorship Commitment Form

Select a monetary sponsorship. The exclusive in-kind grooming partnership is available only to qualified sponsors.

SELECT ONE OR MORE OPPORTUNITIES

☐ EXCLUSIVE TITLE PARTNER - \$5,000	☐ PRESENTING PARTNER - \$2,500
☐ PREMIER PARTNER - \$1,000	☐ MAJOR PARTNER - \$600
☐ SUPPORTING PARTNER - \$400	☐ COMMUNITY PARTNER - \$200
☐ WATER PARTNER - \$150	☐ SHIH TZU BUDDIES - \$50

☐ REQUEST CONSIDERATION: OFFICIAL SHOW DOG GROOMING PARTNER

Exclusive in-kind enhancement - products and promotional merchandise only; no additional monetary contribution. Available only with a Premier Partner (\$1,000) or higher sponsorship, or by special Board invitation. One company selected; subject to Board approval and Title Sponsor priority.

SPONSOR / BUSINESS INFORMATION

Business or Individual Name: _____

Contact Person: _____

Email: _____

Phone: _____

Website: _____

Mailing Address: _____

City / State / ZIP: _____

IN-KIND PARTNERSHIP DETAILS (COMPLETE ONLY IF SELECTED)

Designated dog / show team: _____

Products and merchandise offered: _____

Estimated retail value: \$_____ (for internal documentation only)

Delivery date / method: _____

Partnership period: _____

PAYMENT / AUTHORIZATION

Cash sponsorship total: \$_____ Payment method: ☐ Check ☐ Other: _____

Authorized signature: _____ Date: _____

PROMOTIONAL ASSETS

Preferred logo/business name: _____

Website / Facebook / social link: _____

Recognition begins after payment, written Board acceptance of any in-kind enhancement, and receipt of required assets. All benefits remain subject to venue rules, availability, deadlines, and final written approval.