



Sit.  
Stay.  
Play All Day!



Sunday | April 26  
Riverfront Esplanade | Daytona Beach | FL

[HalifaxHumaneSociety.org](http://HalifaxHumaneSociety.org)

# Sit. Stay. Play All Day!



PRESENTED BY



## Event Overview

The 2026 Brownie's Mutt Strut, presented by Subaru of Daytona, is the largest community fundraising event of the year for the Halifax Humane Society. Join two thousand humans and their canine companions at Riverfront Esplanade, Daytona Beach, Florida, on Sunday, April 26th, to celebrate with our furry friends and raise funds for animals in need. Seven activity zones, including the world-famous Dock Dogs® dock diving competition and the excitement of Daytona Disc Dogs professional trials. For humans, we welcome Are Friends Electric to the main stage, a curated craft beer garden, and a food truck rally.



## Sponsorship Benefits

Becoming a sponsor of Brownie's Mutt Strut will expose your company to families across Central Florida to people who are passionate about their families and community. Sponsors position their brand as a community champion, a business that supports dogs, cats and the people who love them.



## Who You Can Reach

- **25,000** Visitors to the Halifax Humane Society Lohman Pet Adoption Center annually
- **30,000** Viewers of HalifaxHumaneSociety.org web site each month
- **72,000** Fans on Facebook
- **15,000** weekly email subscribers
- **2,100** in-person attendees and **500+** dogs at Mutt Strut



## Mutt Strut Specific Audience

- **2,100** in-person attendees and 500+ dogs at Mutt Strut
- **1.3 million** Mutt Strut social media views
- **330,600** social media campaign reach
- **348,334** geofencing impressions at the event



Reserve your sponsorship today at [events.halifaxhumanesociety.org/mutt-strut](https://events.halifaxhumanesociety.org/mutt-strut)

# Sponsorship Opportunities



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of  
**Daytona**

## Presenting Sponsor \$25,000

Our "Best in Show" sponsorship is an exclusive category presentation opportunity. The package includes VIP participation for up to 25 people, activity zone passes for up to 12 personal dogs, plus cool swag for everyone. Reserved seating for the stage shows. Company logo on event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A half-page display ad is included in the event guide, and recognition is included in the event press release. Opportunity to make remarks from the main stage.



## Activity Zone Sponsor \$10,000

Seven sponsor opportunities, including Dock Dog® Arena, "Are Friends Electric" Main Stage, VIP Hospitality Tent, Speed Zone, Swift Paws Zone, Disc Dogs Zone, and the Pet Adoption Zone. The package includes VIP participation for up to 10 people, activity zone passes for up to 5 personal dogs, plus cool swag for everyone. Reserved seating for the stage shows. Your company logo will be on the event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A half-page display ad is included in the event guide, and recognition is included in the event press release.



## Route Sponsor \$2,500

There are five Mutt Strut route stops around Manatee Island, including the Start / Finish line. The package includes VIP participation for up to 6 people, activity zone passes for up to 5 personal dogs, and cool swag for everyone. Reserved seating for the stage shows. Company logo on event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A logo ad is included in the event guide.



## Vendor Village \$250

Vendor Village participation on Manatee Island is available to only thirty business partners, including a professionally installed 10' x 10' tent, plus one 8' table and two chairs. Electricity is available at some locations for an additional charge. Participants will be listed by name in the event guide.



## Business Buddy Sponsor \$1,000

There are twenty-five Business Buddy opportunities to sponsor a dog watering station. Each station is custom-branded with your company logo or message and placed throughout the park's footprint. The package includes two VIP participations, event shirts plus activity zone passes for two personal dogs. Your company logo will be on the event shirt and website, and logo recognition will be included in the event guide.



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# How Your Donation Saves Lives



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## Adoption Month Support \$25,000

Finding families for homeless pets is a program that the Halifax Humane Society has provided since its founding in 1937. Last year alone, 3,936 dogs and cats found new homes. Sponsoring the adoption program for one month includes a naming opportunity for your business and will underwrite the adoption fees for 250 pets during the month you select.



## Open Paw Training Week \$10,000

Our Open Paw initiative teaches shelter dogs and cats manners and skills that prepare them for successful adoptions and lasting homes. Open Paw promotes friendly interactions and desensitization to unfamiliar people, ensuring each animal is ready for life in a new family. An investment at this level will pay the cost of three KONGs a day for every dog, personal scratchers for every cat, and toys and tools used for one-on-one interactions for an entire month.



## Prevent-a-Litter Week \$1,000

One of Halifax Humane Society's greatest impact areas is preventing the birth of homeless puppies and kittens through our public Spay & Neuter Clinic. Last year, our expert veterinarians spayed or neutered 8,150 dogs and cats, preventing tens of thousands of unwanted births. The cost to underwrite the supplies needed for ten spay/neuter surgeries is \$1,000. This includes anesthetic drugs, suture material, sterile gloves, and post-operative pain medications for every patient.



## Specialty Surgery \$2,500

Halifax Humane Society is lucky to work with a team of expert veterinarians who provide the latest treatments and medicines for sick and injured animals in our shelter. Sometimes, with extremely complicated cases, we must bring in an outside veterinary specialist, like an orthopedic surgeon or a veterinary cardiologist. The cost to care for one shelter pet with a veterinary specialist, even with a generous discount, is \$2,500.



## Foster Care \$250

One of our most successful programs to prevent unnecessary euthanasia is building a robust network of volunteer foster homes to care for abandoned litters of kittens too small to thrive in the shelter. It costs \$250 to provide all the supplies needed for a single litter of kittens cared for in a foster home, including food, nutritional supplements, and vaccinations. Last year, 1,127 animals were cared for through our foster home program.



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## Contact Us!

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(386) 274-4703

Spay & Neuter Clinic  
600 Mason Avenue, Suite #150  
Daytona Beach, FL 32117  
(386) 202-6633

Thrift Store  
385 S. Yonge Street  
Ormond Beach, FL 32174  
(386) 322-7717

[HalifaxHumaneSociety.org](http://HalifaxHumaneSociety.org)