



2021 Pet Cancer Awareness Walk


Sponsorship Overview






Animal Cancer Foundation

Founded in 1999, Animal Cancer Foundation (ACF) is a national 501c3 organization dedicated to finding a cure for cancer by funding research in and increasing public awareness of comparative oncology — the study of naturally occurring cancers in pets and people.





Event History & Results

- Inaugural 60-day virtual walk November - December 2020 raised revenue for and awareness of ACF's mission
 - Virtual walk was powered by **WoofTrax**—the leading pet parent engagement app that encourages pet parents to walk their dogs daily in support of their chosen animal charity
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Event History & Results

- 6,000+ participants from 49 states, Washington, DC & US Virgin Islands
- 411,288 walks of 578,700 miles recorded in the WoofTrax app
- \$2,850 cash prizes awarded by the exclusive Shelter Champion Sponsor to 12 animal welfare organizations throughout the United States

Event History & Results

Marketing & Promotion Campaign | ACF & WoofTrax Accounts


- **Social Media**
 - FB – 178,500 impressions
 - IG – 39,100 impressions
- **E-mail**
 - 1.1 million total audience
 - 52% average open rate for Walk participants
- **Website**
 - 105,000 views of dedicated event pages

2021 Event Overview

- Condensed to November 1st-30th
- WoofTrax app:
 - Improved functionality
 - Enhanced user interface
 - Increased audience
- Broader marketing & promotion strategy
- Numerous opportunities for sponsor activation & engagement



Marketing & Promotion Strategy

- “Save the date” communications in Summer 2021
 - Primary campaign:
 - October – preview & early registration
 - November – event month
 - December – wrap-up and thank you
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Marketing & Promotion Strategy (continued)

E-MAIL

- E-mails to ACF & WoofTrax subscribers and members
 - WoofTrax app users and partners (700,000+ unique subscribers)
 - Animal Cancer Foundation e-mail subscribers (4,000+ individuals)

SOCIAL MEDIA

- Ongoing engagement with ACF & WoofTrax social media audiences
 - WoofTrax audience (85,000+ individuals)
 - Animal Cancer Foundation audience
 - Facebook (5,000 followers)
 - Instagram (2,700 followers)
 - LinkedIn (200 followers)

Marketing & Promotion Strategy (continued)

WEBSITE

- Dedicated event presence on acfoundation.org
- Landing page
- Pop-ups

MEDIA & PARTNER RELATIONS

- Preview & wrap-up news releases
- One-on-one media interviews
- Promotional activities with event partners

Title Sponsor | Opportunity

Nationwide® pet insurance renewed as Title Sponsor
of 2021 Walk

BENEFITS

- Company name included in event title
- Exclusive logo placement & designation on all Walk promotions:
 - E-mails
 - acfoundation.org event page & pop-ups
 - Walk page on WoofTrax app
- Link to company site from event page
- Weekly dedicated social media posts

Title Sponsor | Opportunity

- Investment: \$75,000
- Activation: Award specified \$ amount to join challenge + per walk or mile recorded
- Goal: To inspire participation and incentivize people to walk as often as possible
- “The more you walk, the more money raised to find a cure!”

Title Sponsor | Opportunity



Pet Cancer Awareness Walk

Join us this November and December for the Nationwide[®] Pet Cancer Awareness Walk on Wooftrax

Nationwide[®] pet insurance, WoofTrax and Animal Cancer Foundation (ACF) are teaming up to #CurePetCancer with an all new way for you to participate, walk together (socially distanced) to stay fit and healthy, and help us raise \$75,000 for pet and human cancer research.

Just for signing up, Nationwide[®] pet insurance will donate \$10 in your name to Animal Cancer Foundation. And for each walk in the challenge, they will also donate 10 cents in support of our continuing research into finding a cure for pet and human cancer.


Each time you walk, you earn a chance to win prizes for you and your pet. Each walk helps unleash a more hopeful tomorrow for curing pet and human cancer.

Sample 2020 event e-mail



Shelter Champion Sponsor | Opportunity

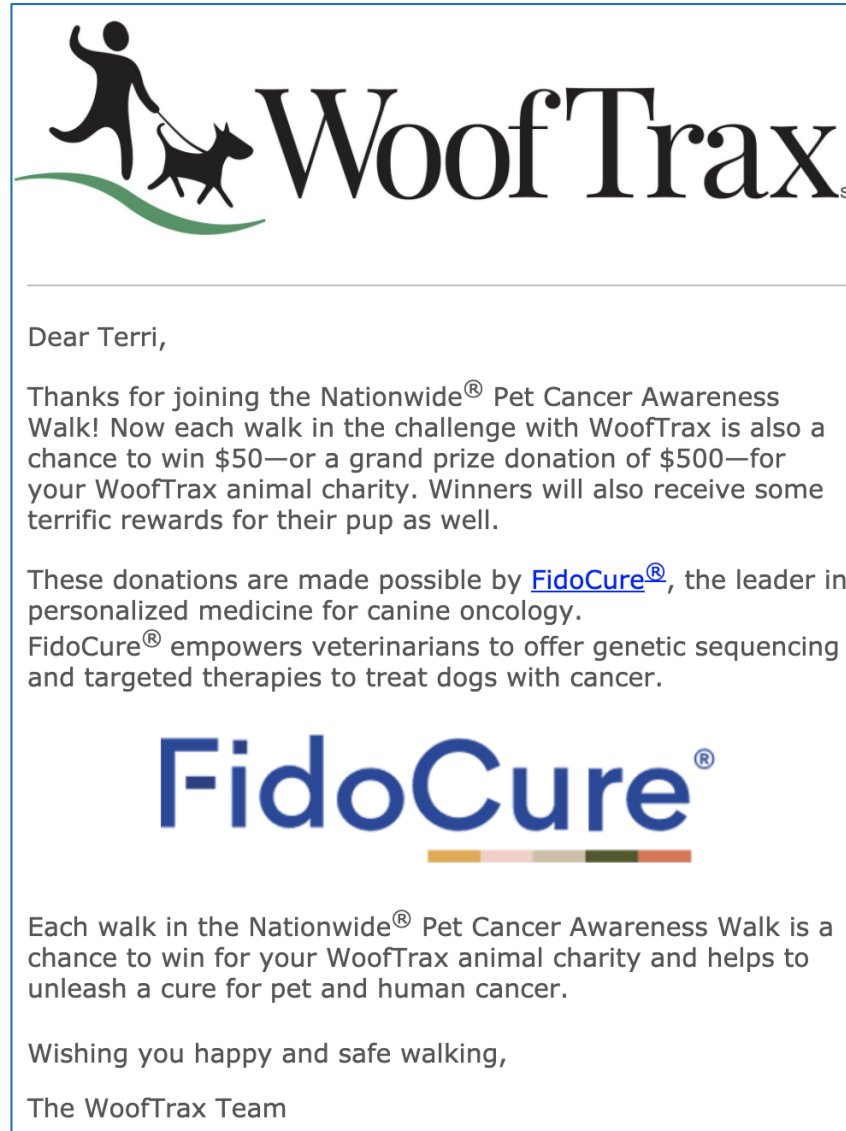
BENEFITS

- Priority logo placement & designation on select Walk promotions:
 - E-mails
 - acfoundation.org event page
 - Exclusive mention in shelter prize drawing e-mails to participants
 - Multiple dedicated social media posts
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Shelter Champion Sponsor | Opportunity

- **Investment: \$10,000**
- Activation: Weekly cash donations to participants' partner animal organizations
- Goal: To incentivize people to walk as often as possible and benefit community-based rescue organizations
- “The more you walk, the more chances you have to win cash for your partner shelter or rescue organization!”

Shelter Champion Sponsor | Opportunity



Sample 2020 event e-mail

Pacesetter Sponsor | Opportunity

BENEFITS

- Logo placement & designation on select Walk promotions:
 - E-mails
 - acfoundation.org event page
- Multiple dedicated social media posts
- Investment: \$1,000+

***Specific benefits determined by sponsorship amount.*

In-Kind Sponsor | Opportunity

- Mention in dedicated prize drawing e-mail to Walk participants
- **Investment: Product donation**

***In-kind partnerships evaluated on a case-by-case basis to ensure they align with event objectives and audience.*



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