

Cutest PETS

CUTEST PET CONTEST 2024

SPONSORSHIP OPPORTUNITIES



October – December 15th

Outer Banks Coastal Life house ad, printed cards, posters, digital and social media will encourage pet owners to upload their cutest pet photos through December 31st.

Reward is they are entered into a online voting contest and an eligibility to win a magazine photo shoot and be featured in the Summer 2024 issue of *Outer Banks Coastal Life*.

Posters and cards will be distributed at pet businesses and sponsors within the area.

December 15th – March 15th

- Entries go into the voting round whereas the pet photos with the most votes wins. At a minimum there will be 3 winners.
- Within the voting platform there will be a donate button for optional donations to Dare County Animal shelter.
- Promotions will include a Full Page house ad within *Outer Banks Coastal Life* winter issue and revised posters at pet businesses and sponsors within the area.

April 1st – May 30th

- *Outer Banks Coastal Life* Spring issue and *OuterBanksCoastalLife.com* will promote upcoming Summer issues' Cutest Pet feature and all sponsors will be recognized within.

July/Summer Issues

- *Outer Banks Coastal Life* Summer issue published. Top 3 Winning Cutest Pets will be featured.
- All digital media simultaneously announce and publish winner articles.

Sponsorship Opportunities

Presenting Sponsor:

- Full page ad adjacent to all magazine promo ads and feature (3 issues)
- Logo inclusion as presenting sponsor on all media print and digital...
Outer Banks Coastal Life's Cutest Pet Contest presented by "your business"
- Prize donation opportunity and recognition
- Opportunity for product placement within professional photography sessions

Total Price: \$7,500 invoiced in 3 installments of \$2,500

Gold Sponsorship:

- 1/2 page ads within all 3 issues and logo inclusion of "Proud Sponsor of OBCL Cutest Pets"
- Logo inclusion as sponsor
- Prize donation opportunity and recognition

Total Price: \$4,500 invoiced in 3 installments at \$1,500

Silver Sponsorship:

- 1/4 page ads within all 3 issues and logo inclusion of "Proud Sponsor of OBCL Cutest Pets"
- Logo inclusion as sponsor
- Prize donation opportunity and recognition

Total Price: \$3,225. Invoiced in 3 installments at \$1,075

Prize Sponsor:

Donation of any items above \$100. For winning pets, all receive donated item description donated by "your business". This recognition will be in digital and print.



For more information, contact:
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