



EL PASO INC.

BEST PET

EL PASO INC. **what's up**
PROMOTIONS

2024

Print - Digital - Event

El Paso's most prestigious pet competition returns for a fourth year. We are excited to once again see El Paso's beautiful, furry and scale-y pets and, of course, to find our Ultimate Supreme Pet champion.

Last year's competition proved to be fierce with over 5,400 votes and 60 finalists. El Paso Inc. also hosted the Best Pet Pawty where crowds of El Pasoans celebrated their pets. The project concluded with sponsors and contestants featured in the 2023 summer El Paso Inc. Magazine.

Best Pet Audience Reach

Social Media

What's Up Promotions newsletter: 28,663 emails
El Paso Inc. newsletters: 18,690

Social Media

Facebook: 24,874
Instagram: 8,479
X: 12,963

Website:

164,100 / mo page views

Print: 11,000 weekly (B Section)
10,000 (El Paso Inc. Magazine)

Important Dates

- Feb 19 Contest promotions begins
- Mar 4 Submission period opens
- Mar 23 Best Pets Event (tentative)**
- Mar 28 Submission period closes
- Apr 3 Voting opens
- Apr 11 Voting closes
- Jun 9 Summer Magazine

2024 CATEGORIES

- Best Attitude
- Chuco Spirit
- Dynamic Duo
- Gentle Giant
- Fast & Furriest
- Million Dollar Smile
- Golden Oldie
- Most Snuggle Worthy
- Tiny Treasure
- Wildest Spirit
- Purrfect Cat
- Unusual Pet
- Precious Puppy
- Naughty Rascal
- Mini Me Look-Alike

SPONSORSHIP OPPORTUNITY

\$10,000

Gold Sponsor (1) - Ultimate Supreme

Title Logo placement:

- Included in all promotional material wherever the "El Paso's Best Pet" title is featured including:
 - El Paso Inc.'s Best Pet's marketing assets
 - Best Pet webpage elpasoinc.com/pets
 - Weekly contest email
 - Ultimate Supreme pet profile
 - TV commercial
 - Event poster
 - Pre-event email
 - Social media posts
 - Post-award event coverage
 - Full page event recap in March in El Paso Inc. newspaper
 - Full page winners congratulations in June in El Paso Inc. newspaper

Additional Entitlements:

- 1 FULL-page dedicated ad in Best Pet section, El Paso Inc. Magazine (summer)
- Mention in the copy of Best Pet social media posts
- Dedicated banner in the Best Pet winner announcement email newsletter in June
- Stand alone dedicated tile ad on Best Pet webpage
- Ultimate Supreme Winner category sponsorship
- Newsletter opt-in for sponsor

Presence at the Best Pet Pawty:

- Mentioned in event live stream
- Dog walk sponsorship
- Signage with logo
- 10x10 space
- GOLD logo placement on:
 - Program
 - Event promotions
 - Print ads
 - Newsletters
 - El Paso Inc. website
 - Social media posts



PETEY



DAISY



BELLA



TOBY



MILO



EL PASO INC.

BEST PET

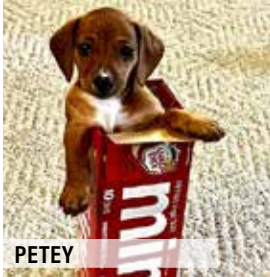
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2024 CATEGORIES

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| Best Attitude | Tiny Treasure |
| Chuco Spirit | Wildest Spirit |
| Dynamic Duo | Purrfect Cat |
| Gentle Giant | Unusual Pet |
| Fast & Furiest | Precious Puppy |
| Million Dollar Smile | Naughty Rascal |
| Golden Oldie | Mini Me Look-Alike |
| Most Snuggle Worthy | |

SPONSORSHIP OPPORTUNITY

\$5,000

Silver Sponsor

Premium Logo placement:

· Included in all promotional material wherever the "El Paso's Best Pet" title is featured including:

- El Paso Inc's Best Pet's marketing assets
- Best Pet webpage elpasoinc.com/pets
- Weekly contest email
- TV commercial
- Event poster
- Event emails
- Social media posts
- Post-award event coverage

- Full page event recap in March in El Paso Inc. newspaper
- Full page winners congratulations in June in El Paso Inc. newspaper

Additional Entitlements:

- 1 HALF page dedicated ad in Best Pet section, El Paso Inc. Magazine (summer)
- Mention in the copy of Best Pet social media posts
- Dedicated banner in the Best Pet winner announcement newsletter in June
- Stand alone dedicated tile ad on Best Pet webpage

Presence at the Best Pet Pawty:

- Mentioned in event live stream
- Logo inclusion in event advertising
 - Print ads
 - Newsletters
 - El Paso Inc. website
 - Social media posts
 - PREMIUM logo placement on program
- Event sponsorship of one onsite activation such as:
 - Costume Contest
 - Adoption Center
 - Dog Training
 - Agility Show
 - Puppy Petting
 - Pet drinking station
- Signage with logo
- 10x10 space



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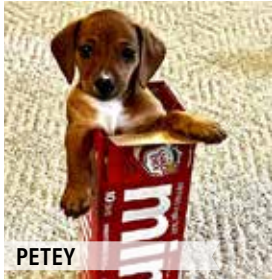
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PETEY



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MILO

SPONSORSHIP OPPORTUNITY

\$1,500

Category Sponsor (15)

Logo Placement:

- Your business logo will be anchored with a Best Pet category.
- 1 - banner ad anchored at the top of category during both the nominations and voting phases
- Logo featured with category winner in Best Pet special section published in El Paso Inc. Magazine (summer)
- Logo anchored with winner profile online
- El Paso Inc.'s Best Pet's marketing assets which include:
 - Print Ads
 - Email Newsletters
 - El Paso Inc. website
 - El Paso Inc. Facebook and Instagram

Presence at the Best Pet Pawty:

- Logo inclusion in event advertising
 - Print ads
 - Newsletters
 - El Paso Inc. website
 - Program
- Signage with logo
- 10x10 space

VENDOR SPACE

\$300

Food Vendor Space (5)

- Food Truck Vendor Space

\$200

(\$300 if tent/tables needed)

Vendor Space (5)

- 10x10 Vendor Space