



Tails on the Trail 5k & Canicross Event

SPONSORSHIP PACKAGE

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Tails on the Trail 5K & Canicross

Presented by Pet Central

 Bagley City Park - Bagley, Minnesota

 October 3, 2026

Benefiting Clearwater County Humane Society
Supporting spay/neuter access and launching a foster care program.

About the Event

Tails on the Trail 5K & Canicross is a community-focused, dog-friendly race event designed to bring together runners, walkers, families, and pet lovers for a fun fall day outdoors.

The event features:

- Competitive Canicross Division (with cash purse)
- Community 5K Walk/Run (dog-friendly)
- Vendor booths (Pet related)
- Post-race lunch
- Awards ceremony
- Sponsor recognition
- Family-friendly atmosphere

We anticipate 100-150 participants and spectators in our first year, with strong potential for annual growth.

This event is hosted by Pet Central and all proceeds benefit Clearwater County Humane Society to:

- Continue spay and neuter access
 - Launch a structured foster care program for Clearwater County Humane Society
 - Support responsible pet ownership in our region
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What is Canicross?

Canicross is a team sport of cross country running with a dog. The person wears a waist belt, the dog wears a specifically designed harness, and the two are joined by an elastic line that reduces shock to both the person and dog when the dog pulls. More traditional collar and leashes are also appropriate for those who are just starting out. This is an activity that can be enjoyed by all levels and abilities. For those who take the sport more seriously, a true canicross setup will increase a runner's speed due to the pulling action of their dog.

Canicross originally started in Europe as a way for sled dogs to train in the off season (Summer) and has become a standalone, dog powered sport even here in the USA. It is a positive and healthy way to help our communities and their pets. Canicross competitions started in the early 2000's and has attracted competitors and hobbyists of all levels.

Why Sponsor Tails on the Trail?

Sponsoring this event positions your business as:

- ✓ A supporter of local families and pets
- ✓ A contributor to animal welfare in Clearwater County, MN
- ✓ A visible leader in community engagement and local exposure

Sponsors will receive meaningful exposure before, during, and after the event through:

- Event signage
- Participant race shirts
- Social media promotion

- Announcements during the event
- Vendor booth opportunities
- Direct engagement with participants

This is a high-visibility, positive-impact opportunity tied to a cause that resonates deeply with local community.

Sponsorship Opportunities

Platinum Sponsor - \$750 (1-2 Available)

Platinum Sponsors receive:

- Large logo placement on event shirts
- Banner placement at start/finish area
- Recognition during awards ceremony
- Dedicated social media spotlight post
- Logo placement on promotional materials
- Premium vendor booth space (electricity available upon request)

Gold Sponsor - \$500

Gold Sponsors receive:

- Medium logo placement on event shirts
- Recognition on event signage
- Social media promotion (minimum two mentions)
- Recognition during awards announcements
- Vendor booth space

Silver Sponsor - \$250

Silver Sponsors receive:

- Name or logo listed on event shirts
- Placement on sponsor board at event
- Social media thank-you post
- Vendor booth space (optional)

Community Sponsor - \$100

Community Sponsors receive:

- Name listed on event sponsor board
- Group social media recognition

In-Kind Sponsorship Opportunities

We also welcome in-kind sponsorships including but not limited to:

- Food and beverage sponsorship
- Dog food prizes
- Printing services
- Equipment rental
- Water or hydration station support

Recognition level will be determined based on contribution value.

Event Highlights

- Competitive Canicross Division with cash purse
- 5K dog-friendly community walk/run
- Rabies verification for participating dogs
- Structured safety rules
- On-site vendors
- Community lunch
- Awards ceremony
- Professionally organized event flow

This event is designed to be both competitive and welcoming, creating a memorable experience that encourages participants to return year after year.

Become a Sponsor

We would be honored to partner with your business in making Tails on the Trail a successful and meaningful community event that directly supports the wellbeing of pets in our community, and together we're creating a positive, lasting difference.

To discuss sponsorship opportunities, please contact:

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