SHELTER TO SOLDIER
Salute TO Paws
5K
RUN|WALK
& GRATITUDE FESTIVAL FOR DOGS
3rd ANNUAL
2026 Sponsors Package
Saturday, November 7, 2026
Fox Point Farms

For the Love of our Dogs

Kickoff off your Saturday morning with an exciting 5K—pup optional! Take in the fresh air as you run or walk through the rolling hills of Encinitas near Fox Point Farms, and stick around for the Gratitude Festival to give your pup a "high paw" and some well-deserved love.

Shelter to Soldier's 3rd Annual Salute to Paws Gratitude Festival for Dogs is your dog's new favorite day of the year—a fun and heartfelt celebration of the unconditional love they give. Enjoy live music, pet-focused vendors, and special activities to share your gratitude with your furry best friend.

Event Day

8:00 am ..... Registration Opens
8:45 am ..... All Levels Yoga Flow - Dogs Welcome!
9:30 am ..... 5K Kickoff
10:00 am ..... Salute to Paws Gratitude Festival Begins
1:00 pm ..... Event Close

Salute to Paws 5K & Gratitude Festival for Dogs:

FUNDRAISING GOAL:
$75,000

Participation Goal for event attendance: **300**

More than **500,000** **DOGS call San Diego HOME**

The iconic Fox Point Farms in Encinitas offers a unique blend of coastal charm and farm-to-table vibes. Surrounded by scenic trails and gardens, this laid-back, sustainable venue is the perfect setting for community events and meaningful gatherings.

"I am beginning to regain the confidence and independence I had in myself prior to my trauma and that is big for me. I don't think there is enough space in the world to write all the words of gratitude I feel from the impact the sponsors and supporters have on one little human like me. I am really overjoyed to have been blessed and chosen by a wonderful family as Shelter to Soldier."

— USN Veteran Shaneka & Service Dog Max

An average of 18 Veterans Lose Their Lives to Suicide

EVERY DAY ACROSS OUR NATION.
(U.S. Department of Veteran Affairs)

More than 500,000 servicemen and women are living with invisible wounds, from depression to post-traumatic stress disorder and 320,000 are experiencing debilitating brain trauma (Wounded Warrior Project).

Every Day an Average of 877 Dogs are Euthanized

IN SHELTERS ACROSS THE COUNTRY.

These figures reflect ongoing progress in reducing euthanasia rates as adoption and transfer programs expand, but they also show that hundreds of thousands of dogs still lose their lives each year due to limited space and resources in shelters nationwide.

Shelter to Soldier — A 501C3 NONPROFIT ORGANIZATION

Shelter to Soldier™ is dedicated to Saving Lives, Two at a Time by rescuing dogs from local shelters and preparing them for lives of purpose, service, and companionship. Through our flagship Psychiatric Service Dog Program, we pair highly trained rescue dogs with post-9/11 veterans facing the challenges of invisible wounds. Our Emotional Support Animal Program, Canine Ambassadors Therapy Dog Team, Morale Dog Program, community outreach initiatives, and educational services further extend the healing power of the human-animal bond throughout military and first responder communities. Together, these programs create meaningful connections that foster resilience, improve quality of life, strengthen families, and provide renewed purpose for both the people and dogs we serve.

The Sponsor Experience

The Experience — Become a partner of Shelter to Soldier and join our mission of *Saving Lives, Two at a Time*™. Your participation will be matched with great sponsor visibility, placing your brand in front of hundreds of dedicated dog-owners and pet families throughout San Diego through local print, news and radio media and an engaged social media audience.

JOIN US to share gratitude with our canine best friends who provide us unconditional love, while diving into a team-building experience with your team through our VIP hospitality and event engagement options by:

- **Assembling a virtual walk community** with your network, encouraging team participation and raising critical funds for Shelter to Soldier's lifesaving mission.
- **Securing your spot in a VIP tent** to host your team members for a dog-loving, fun time!
- **Pledging your sponsor gift** to help bring the event to life!

Media

A Look at Other Shelter to Soldier Events

Other Media Highlights

Sponsorships

Make a lifesaving impact on the lives of the rescue dogs and veterans served by the Shelter to Soldier program. Your name or brand will be listed anytime Salute to Paws 5K is mentioned in media, print materials, online, and in social media.

Presenting Sponsor | $25,000

MEDIA

- Logo and/or name listed on all event graphics as presenting sponsor of the event.
- Logo and/or name placement in press release featured in local media outlets.
- Option to be a part of news opportunities promoting the event.
- Logo/name on all e-blasts highlighting the event as well as social media posts and stories.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- Largest format logo on ALL (non-exclusive) event signage, most predominantly stage side panels and starting line arch.
- Sponsor banner will be provided and featured, with the option to customize your own branding experience, at your VIP tent.
- Largest format logo on event t-shirts.
- Logo inclusion on event swag bags given to all participants of the 5K and Gratitude Festival.

HOSPITALITY

- 10 tickets to the event and 10x20 space provides your team a space to gather, with 5K admission, access to the Gratitude Festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- Two VIP Parking Spaces

Sponsorships

Helping Paws Sponsors

MEDIA

- Logo/name on all e-blasts highlighting the event as well as social media posts and stories.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- Logo/name placement on event signage and starting line arch.
- Prominent logo placement on Salute to Paws posters, postcards and flyers that will be distributed throughout San Diego County.
- Sponsor banner will be provided and featured, with the option to customize your own branding experience, at your VIP tent.
- Logo/name featured in largest format on the back of event t-shirts for participants.

HOSPITALITY

- Six tickets to the event and dedicated 10x20 VIP space provides your team a space to gather, with 5K admission, including access to the Gratitude Festival. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- Two VIP Parking Spaces

FIVE AVAILABLE OPPORTUNITIES:

$10,000 — Rescue Row
Exclusive logo/branding on Rescue Row signage, a tented area where adoptable dogs and rescue partners will find homeless dogs their forever home.

$10,000 — Bark & Brew Sponsor
Your sponsorship will bring brew stations to life for both humans and their four-legged friends throughout the event space! Thanks to your generosity, guests will raise a glass with complimentary brews from Fox Point Farms at every event bar—while their pups get to join the fun with delicious broth-based "dog brews." Cheers to you for making it possible!

$10,000 — Paw Party
an exciting, gated space for dogs to explore an agility course and games with their human (*Festival activation tickets required for entry).

$7,500 — Pupperoni
Your generosity ensures every guest can enjoy complimentary pizza baked onsite by Fox Point Farms throughout the event. Your brand will be celebrated as the one who "delivered the slices and smiles," with exclusive recognition at the pizza station, on event signage, and in promotional materials. Guests will know you're the reason both people and pups are wagging their tails in gratitude!

$7,500 — Taco Terrier
You'll be the reason guests enjoy endless complimentary tacos at the event! Your brand will be featured front and center at the taco station, highlighted on event signage, and celebrated in promotional materials. Thanks to you, tails will be wagging and taste buds cheering for some of San Diego's best tacos from Huerta - Fox Point Farms' fresh street taco stand.

Sponsorships

Tail Waggers Sponsors

MEDIA
- Logo/Name in social media and e-blast inclusion.

VISIBILITY
- Logo/name on event landing page and Shelter to Soldier event website page.
- Logo/name placement on event signage, including starting line arch.
- VIP 10x10 booth space provided with your logo/name on banner.
- Prominent logo placement on Salute to Paws posters, postcards and flyers that will be distributed throughout San Diego County.
- Logo/name featured on the back of event t-shirts for participants.

HOSPITALITY
- Four tickets to the event and 10x10 space provides your team a booth to gather, with 5K admission, and access to the Gratitude Festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- One VIP Parking Space

FIVE AVAILABLE OPPORTUNITIES:

$7,500 — Surf, Sit & Stay — *Interactive Art Experience Exclusive Opportunity*
Bring together San Diego's surf culture, local art, and a love for dogs through a one-of-a-kind interactive experience featuring local mural artist Hanna. Guests will have the opportunity to take part in the creation of a custom surf-inspired work of art celebrating our mission and the special bond between people and dogs. Your sponsorship brings this memorable activation to life while putting your brand at the center of an experience guests will want to stop for, participate in, photograph, and share.

This opportunity helps us raise funds as guests can purchase 3 opportunity drawing tickets for $100 to win the surf board at the end of the event.

$5,000 — Doggy Spa
Your logo will be featured on signage at the Dog Spa, a space for guests to treat their dog to some TLC including canine massage, acupuncture, styling, tattoos and more! (*Festival activation tickets required for entry).

$5,000 — Grateful Murals
Your logo will be featured on signage next to each of two custom 8'x8' murals created by Hana's Murals for guest photo opportunities (*Festival activation tickets required for entry).

$5,000 — Finishing Medal Lanyards — *TIME SENSITIVE must confirm by 10/1*
Your logo/name on all finishing metal lanyards for 5K participants

$5,000 — Very Important Pup (VIP)
A separated guest lounge area with complimentary mimosas, beer, small bites, treats and a special gift will await our VIP guests – human and canine! Your sponsorship makes this fun hangout spot possible!

Sponsorships

Happy Pups

MEDIA
- Logo/Name in social media and e-blast inclusion.

VISIBILITY
- Logo/name on event landing page and Shelter to Soldier event website page.
- VIP 10x10 booth space provided with your logo/name on banner.
- Logo/name featured on the back of event t-shirts for participants.

HOSPITALITY
- Two tickets to the event and 10x10 space provides your team a booth to gather, with 5K admission, access to the Gratitude Festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- One VIP Parking Space

FIVE AVAILABLE OPPORTUNITIES:

$2,500 — Dog Cookie
Logo/name placement on custom dog cookies provided in every guest's swag bag.

$2,500 — Water Bowl
Your logo/name on all collapsible water bowls provided in every guest's swag bag and utilized for dogs at water stations along the course.

$2,500 — Dog Bandana
A cobranded dog bandana with your logo and STS logo will be provided to all dog guests of the event at registration.

$2,500 — Pupchella
Your sponsorship makes event entertainment possible (including live music and event emcee).

$1,500 — Natonal Anthem Sponsor
Logo placement on stage and announced on mic by emcee before National Anthem

Zoomies Water Station

THREE AVAILABLE OPPORTUNITIES:

$1,000 — Zoomies Course Map
Your logo/name placement on the 5K course map.

$1,000 — Hydration Hounds
Opportunity to assemble a team of up to six volunteers to operate the Zoomies Water Station and provide water to participants.

$1,000 — Paws & Refresh
Opportunity to provide or donate logo-branded water bottles for participants at the Zoomies Water Station.

Sponsor A Mile

$1,500 — Sponsor one of three miles of our 5K, highlighted with course signage as participants run, walk, and rally behind our mission of Saving Lives, Two at a Time™. Each mile sponsorship offers a unique opportunity to engage participants, showcase your support, and help carry our mission all the way to the finish line.

Vendor Experience

Partner Pads | $100 – $300

Join us for our 3rd Annual Gratitude Festival for Dogs and highlight your business or nonprofit in our Partner Pad area, centrally located between all of the festival activations.

PARTNER PAD, 10x10 Canopy – $150 | PARTNER PAD 10x20 Canopy – $300

NONPROFIT PAD, 10x10 Canopy – $100 | NONPROFIT PAD, 10x20 Canopy – $200

VIP Partner Pad | $1,500

Your partner plot will be 20x10 and include up to three tables with linens, six chairs and optional, select lounge furniture based on availability, and for an additional fee.

Email: *lauren@sheltertosoldier.org* for vendor form and availability.

Registration

Runner Registration Fee

$50 Runner/Walker Only | $25 Child Admission (+5 years of age) |
$10 Add a Dog!
(all registration levels include entrance to Gratitude Festival)

Festival Only

$25 per Human or Human/Dog Team
(applies to those who do not participate in 5K)

Partners

Media Partners

91X

RANCH&COAST MAGAZINE

Event Partners

FOX POINT FARMS

REDFEARN& ASSOCIATES

Thank You!

Thank you for your support of Shelter to Soldier through our 5K Run | Walk.

Your contributions and participation help us continue *Saving Lives, Two at a Time*™.

OTHER WAYS YOU CAN SUPPORT:

Cash and In-kind Donations:
sheltertosoldier.org

Monetary Contributions (mail to):
Shelter to Soldier
2366 Front St. San Diego, CA 92101

Auction Donations (Mail to):
24413 Rutherford Rd. Ramona, CA 92065

INFORMATION

For sponsorship inquires please contact:
kyrie@sheltertosoldier.org
or call 760-870-5338 ext 307

Tax ID: 46-0906020

COMMITTEE MEMBERS

Kyrié Bloem, MS
Cofounder
Director of Operations
Shelter to Soldier

Graham Bloem,
Cofounder, President
Shelter to Soldier

Lauren Rainwater
Julie Rausch
Shelter to Soldier
Development

Platinum Transparency 2026
Candid.

Good at doing good! We've earned a
FOUR-STAR RATING
from
Charity Navigator