



## THE MIND OF A WINNER

501C3

Event Title: The 2024 District 1 Fur Run (working title)

Date and Time: Monday, September 2, 2024

Overview: The 2024 District 1 Fur Run is a community-centric event designed to engage the general public in a fun and meaningful activity—running with their pets. The event aims to raise funds for the DeKalb County Animal Shelter through a preselected registration period. Participants will enjoy a scenic race starting at Mercer University in District 1. The registration fee covers the cost of participation and includes a complimentary event T-shirt.

### Event Purpose

The primary goal of the Fur Run is to encourage District 1 residents to increase their physical activity, foster stronger community connections, and generate financial support for the DeKalb County Animal Shelter. This event not only highlights the positive aspects of DeKalb County and District 1 but also aims to enhance brand loyalty among residents. By creating a supportive and engaging environment, the event will help build lasting relationships within the community.

### Event Benefits

**Financial Support:** The foremost benefit of the Fur Run is the financial aid it will provide to the DeKalb County Animal Shelter. The funds raised will directly contribute to the shelter's operations, ensuring better care and support for the animals.

**Increased Awareness:** Through extensive advertising and public outreach, the event seeks to raise awareness about the vital work of the animal shelter. It aims to educate residents on the importance of responsible pet care and ways to reduce the burden of improperly cared-for animals.

**Community Engagement:** By participating in the Fur Run, residents will not only support a worthy cause but also engage in a healthy activity that promotes community well-being. This engagement is expected to foster a deeper connection between the residents and the DeKalb County Animal Shelter.

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Enhanced Operations: The additional funds raised will enable the shelter to improve its operations, thereby providing better services to the animals in need. This, in turn, will help in educating the community on how they can contribute to the shelter's mission and support its ongoing efforts.

By combining fitness, community spirit, and philanthropy, the 2024 District 1 Fur Run promises to be a rewarding event for all participants while significantly benefiting the DeKalb County Animal Shelter.

### Needs from Everyone Wins:

- Design marketing collateral (flyers, web banner, web landing page)
- Media Buy (manage and purchase the ads needed for the event, FB, IG, Magazines, and newspaper)
- Book PA system,
- Book and manage all vendors needed for the event
- Prepare one-sheet partnership deck and sell sponsorships.

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