



NATIONAL
MULTIPLE SCLEROSIS
SOCIETY



MS Animal Fair
www.animalfair.com

**SOUTHAMPTON
CANINE CLASSIC**

PROPOSAL FOR THE TOWN OF SOUTHAMPTON

The National Multiple Sclerosis Society, Long Island Chapter invites The Town of Southampton to work in partnership to create a community-focused, high quality canine event that brings visitors, revenue, and recognition to both the National MS Society and the Town of Southampton, including the Southampton Animal Shelter, and the Southampton Youth Bureau.

The event will raise awareness about multiple sclerosis, the mission of the National Multiple Sclerosis Society, and how the 38,000 Long Island residents affected by MS benefit from the Society's innovative and life-affirming programs.

It will also promote the programs of the Town of Southampton, especially the services offered by the Southampton Animal Shelter and Southampton Youth Bureau.

Event Vision

- ◆ Canine Agility Event
- ◆ Pooch Parade (begins/ends at Southampton Animal Shelter)
- ◆ Children's Activities including contests, agility, and more
- ◆ Vendors
- ◆ Creative Activities including wine tasting, live music, raffles, face painting, and/or seasonal activities that promote the areas' natural resources

MS Pooch Parade and Festival

History

The Pooch Parade began in 1996 when the Long Island Chapter of the National Multiple Sclerosis Society learned that MS Walk participants wanted an event where they could walk with their beloved pets to help benefit the Chapter's work.

The first Pooch Parade raised \$25,000. In 2003, we raised over \$50,000 with 300 dogs and over 1,000 of their owners, families and friends. Just as important, the Pooch Parades have attracted media attention and have allowed us to educate the public about MS.

In 2004, we will hold two canine events on Sunday, September 19. The Wantagh State Park Parade will offer two routes along the beautiful Great South Bay. The east end parade in Southampton will feature celebrity honorees, value-added activities and an invigorating course for you and your pet. The goal for the 2004 events is for 500 walkers to raise \$100,000.

How it Works

The Pooch Parade promotes fitness and fun among families, friends, and four-legged fundraisers. Participants collect flat donations from friends and family to help end the devastating effects of multiple sclerosis. All money raised supports important MS research, as well as more than 60 programs and services for Long Islanders with MS and their friends and families.

Each Pooch Parade route is completely supported with staff, volunteers and rest stops. Routes are designed so that everybody can enjoy them, regardless of their level of physical ability. Snacks and entertainment are provided at each finish line. Participants will have the opportunity to meet the 2004 Animal Fair MS Pooch Parade Honorees: Wendy Diamond, the Publisher of *Animal Fair Magazine*; and Kevin Dobson, actor on *One Life to Live* and *Knots Landing*.

The Festival will feature:

- ◆ Canine Agility
- ◆ Real life Canine Makeovers
- ◆ Long Island's Fastest Dog retrieval contest
- ◆ Canine Good Citizen Evaluations
- ◆ Dog/Owner look alike content
- ◆ Canine Service Dog demonstrations by our four-legged heroes and their handlers
- ◆ Live music from The Matt Marshak Band, CD 101.9's best new artist in 2003
- ◆ Celebrity pet photographer Jim Dratfield of Petography will exhibit his work at the Southampton location, including his photographs of three National MS Society clients with their pets.

Who Walks the Dogs?

- ◆ 75% female
- ◆ Largest age group is 25-45
- ◆ Average income over \$50,000

Benefits to The Town of Southampton

By working in partnership with the National MS Society to present the *Hamptons Canine Classic*, the Town of Southampton will enjoy extensive brand exposure through the National MS Society's proven methods, including:

Logo and Name Exposure

The Town of Southampton Name or Logo will appear on:

- ◆ Brochures and T-shirts
- ◆ Posters distributed in all parade markets
- ◆ National MS Society website

Media Exposure

- ◆ Coverage in MSConnection, the Long Island Chapter's newsletter that reaches more than 6500 subscribers, as well as Footnotes, the MS Walk newsletter
- ◆ Mention in press releases—cross promotion to all media lists
- ◆ The event is expected to capture additional media attention as celebrity pet photographer Jim Dratfield will attend and his photos will be used to promote the Classic; and the Matt Marshak band will be providing live jazz during the Pooch Parade.

Event Exposure

- ◆ Opportunity to promote Town of Southampton services and benefits at both Pooch Parade sites, both MS Walk sites, and to appear on start and finish line banners
- ◆ The Town of Southampton name and logo will appear on post-event correspondence
- ◆ Invitations to, and prominent exposure at, the National MS Society's Corporate Team Rally

Additional Partnership Opportunities

- ◆ Activities that benefit both entities would be encouraged, including getting teen participants from the Youth Bureau to form Walk teams, volunteer at the Canine Classic, etc.
- ◆ The National MS Society could present informational or outreach programs for Southampton residents, business leaders, and health professionals

alternate logo presentation

