



Strut Your Mutt Sponsorship 2020

Here's your chance to get in front of 20,000 upscale Santa Clarita Homeowners at the largest expo/trade show in Santa Clarita.

It's our 11th Annual 2020 KHTS Home & Garden Show, Emergency Expo, Earth Day/Arbor Day, KHTS Marketplace, Craft Fair, Camping World's RV Show and Strut Your Mutt Dog Show.

Your smile will never leave your face when you join us for our ***Strut Your Mutt*** dog show at our 2020 KHTS Home and Garden Show. New to the KHTS Home and Garden Show this year, Strut Your Mutt is the perfect place to showcase the beauty and talents of your loveable mixed breed dog in Santa Clarita.

It's your chance to let your mutt shine. You already know your dog is talented and lovable. Now share your joy with the rest of the Santa Clarita Valley.

Strut Your Mutt, is unlike any other dog show. It's fun and entertaining, but not to be taken too seriously. Produced by KHTS radio and coordinated by Alec Torres of Mannered Mutt Dog Training in Santa Clarita, the show is sure to be a blast.

Strut Your Mutt will be a one-of-kind experience to see the most loveable pets in Santa Clarita. The event will be enjoyable for both contestants and spectators alike. After the show, check out our local pet vendors and pick up some pet supplies for your furry companion at the 2020 KHTS Home and Garden Show and Emergency Expo on Saturday, April 25, 2020 (10am-5pm) and Sunday, April 26, 2020 (10am-4pm).



7 Mega Expos, One Weekend, One Location

All seven shows happen simultaneously, in one location, Central Park in the center of Santa Clarita.

Our show will feature 450-600 exhibitors from a variety of local businesses including solar to furniture & design to pest control, pools and spas, landscaping, home, safety and environmental organizations along with our KHTS Marketplace and Arts & Craft Fair featuring a display of direct sellers and local crafters you won't be finding at any swap meet. Our RV Show also returns this year and our newest addition: Strut Your Mutt Dog Show!



The KHTS Emergency Expo will be held simultaneously. At the Emergency Expo, you can visit with Smokey the Bear, step into the "Shakey Quakey" house, pet a Search and Rescue Horse, watch the fire department dismantle a vehicle as they demonstrate their "Jaws of Life," prepare your 'Earthquake Kit' and much more! Emergency vehicles will fill the parking lot with fire engines, police cars and the KHTS 1948 Antique Mack Fire Truck. It's so cool!

With so many sights and activities, the whole weekend is an event for the entire family. There will be a Kid's Zone, Food Trucks, demonstrations and plenty of activities. including pet adoptions, pig races, pony rides a petting zoo and so much more.

And with the City of Santa Clarita anchoring Earth Day/Arbor Day there will be lots of additional promotion, including the giving away of 1,000 free trees and tomato plants.

It's so cool! Oh, and admission is FREE to all events!



Strut Your Mutt Sponsorships

Anchor Sponsor - \$5,000.00 – (One Available)

As an anchor sponsor, you will receive the following:

- Your logo attached to all our “Strut Your Mutt” print programs and webpage (with links to your website).
- Large Banner on stage.
- Large Banner along fence of show.
- (2) Banners at main entrance of Home & Garden Show
- Banners rotating throughout KHTS website and Home & Garden website (minimum of 500,000 impressions).
- (100) :10 second promotional announcements on KHTS FM & AM attached to Strut Your Mutt promos.
- (3) On air 7-minute radio interviews & video (YouTube & Facebook Live)
- News Story about your organization.
- (1) 10’ x 10’ booth space in the pet vendor area.

Gold Sponsor - \$2,500.00 – (Two Available)

- Your logo will appear on our website with links to your website. attached to all our “Strut Your Mutt” webpage (with links to your website).
- Banner along fence.
- (50) :10 second promotional announcements on KHTS FM & AM attached to Strut Your Mutt promos.
- Banners rotating throughout KHTS website and Home & Garden website (minimum of 100,000 impressions).
- On air 7-minute radio interviews & video (YouTube & Facebook Live)
- (1) 10’ x 10’ booth space in the pet vendor area.

Silver Sponsor - \$1,000.00 – (Five Available)

- Your logo will appear on our website with links to your website. attached to all our “Strut Your Mutt” webpage (with links to your website).
- Banner along fence.
- Banners rotating throughout KHTS website and Home & Garden website (minimum of 25,000 impressions).
- (1) 10’ x 10’ booth space in the pet vendor area.

In-Kind Sponsor - \$500.00

- Your logo will appear on our website with links to your website. attached to all our “Strut Your Mutt” webpage (with links to your website).
- Banner along fence.
- Banners rotating throughout KHTS website and Home & Garden website (minimum of 10,000 impressions).

Our Outside Promotion

KHTS and the City heavily promote our events with radio commercials, website, social media, ads in all our Santa Clarita magazines and newspaper, television, signage throughout our valley, flyers, Paseo Banners, electronic road signs and many cross promotions with vendors.



To lock in your sponsorship, email Cyndi@hometownstation.com or call Cyndi at KHTS (661) 298-1220.