

# 2025 SPONSORSHIP OPPORTUNITIES



For more information about Designers For Dogs please visit  
[www.designersfordogs.org](http://www.designersfordogs.org)  
EIN #93-4680407  
[contact@designersfordogs.org](mailto:contact@designersfordogs.org)

# OUR MISSION



Through education, advocacy, and creative collaboration, Designers for Dogs aspires to bridge the gap between design and animal welfare, ultimately transforming the interior design community into a force for positive change in the lives of rescue and foster dogs.

Together, we can create spaces that not only reflect our shared values of compassion and care but also serve as a testament to the profound connection between design and the well-being of our canine companions.





# OUR DESIGNERS FOR DOGS BOARD



Rachel Winston, Founder & President  
Principal, Rachel Winston Design



Ruth Ann Janson, Treasurer  
President, The Dove Agency



Carla Armfield, Director  
Retail & Trade Executive



Ed Jamison, Director  
CEO, Operation Kindness



Michael Bauer, Director  
Director Of Trade Relations,  
Feizy Rugs

# 2025 AMBASSADORS



**Thom Filicia, Thom Filicia Inc**



**Michelle Nussbaumer, Ceylon et Cie**

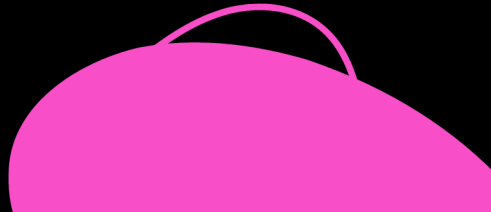




# INTRODUCING DESIGNERS FOR DOGS

As lifestyles become increasingly urban, it's more important than ever to protect our connection to nature by making homes dog-friendly.

We all have busy lifestyles and want to have nice homes where we can enjoy our family, friends and furry companions. Designers For Dogs is an innovative way to serve rescue and raise awareness through the design community. We plan to educate, equip and fundraise for deserving rescues working hard to alleviate pet homelessness.



# OUR WHY

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In 2022, 1.6 million dogs entered animal shelters in the U.S. By educating and equipping homeowners, we can help the thousands of dogs that are unnecessarily euthanized due to overcrowding and other capacity challenges.



We aim to elevate the narrative of why dogs are an important part of the home by leveraging the vast influence Interiors Designers have in the lifestyles of Americans.



# TARGET AUDIENCE

Interior Designers looking to elevate their business by aligning with Designers For Dogs as a dog- friendly Designer.

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Homeowners who have dogs and would like to learn about how to make their homes more dog-friendly

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Non-dog owners who can learn more about the value of dogs and how to successfully integrate them into their homes

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## INITIATIVES



- 01 | Equip our Designers For Dogs members with education they can share with homeowners
- 02 | Fundraise for Operation Kindness and a visiting rescue every year
- 03 | Use events to create high level media coverage and exposure to benefit our sponsors





**2025 FUNDRAISER  
PRESENTED BY DALLAS  
MARKET CENTER**



**DALLAS MARKET CENTER  
DESIGN WEEK 2025**

**September 18th**

Celebrity Interior Designer Panel Featuring Designers For Dogs Ambassadors  
Tour Of Dog Friendly Showrooms at Dallas Market Center

**September 19th**

Design Week Closing Festivities  
Celebrity Dog Fashion Show, Auction & Cocktail Party



## SPONSOR PACKAGES

### **\$40,000 Premier Sponsor / Meet & Greet (1 available)**

In showroom (or booth) meet & greet with celebrity guests

Stage banners with your logo

Premier sponsor on Dallas Market Center email blasts and digital boards

Social media blasts featuring your brand as dog friendly

Designers For Dogs tags featured on select product

10 VIP tickets to Dog Fashion Show & Cocktail Event

### **\$25,000 Level 1 Partner Packages (2 available)**

Media Booth/Step & Repeat Sponsor

Shelter Pup Fashion Show Runway Sponsor

12 x12 display booth for dog-friendly product display

Social media blasts featuring your brand as dog friendly

Designers For Dogs tags featured on select product

6 VIP tickets to Dog Fashion Show & Cocktail Event

### **\$12,500 Level 2 Partner Packages (3 available)**

Auction Sponsor

Your products featured in auction & auction brochure

12x12 display booth for dog friendly product display

Social media blasts featuring your brand as dog friendly

Designers For Dogs tags featured on select product

4 VIP tickets to Dog Fashion Show & Cocktail Event

### **\$6,250 Level 3 Partner Packages (4 available)**

12 x12 display booth for dog friendly product display

Social media blasts featuring your brand as dog friendly

Designers For Dogs tags featured on select product

2 VIP tickets to Dog Fashion Show & Cocktail Event

### **\$3,125 Level 4 Partner Packages (12 available)**

Featured in "Designers For Dogs" tour of dog friendly brands during Design Week

Social media blasts featuring your brand as dog friendly

**\*All of our sponsors will receive content from our Designers For Dogs event for reuse.**

**\*Dallas Market Center is Presenting Sponsor and will promote the event across all of their platforms in market and online.**



# WHY YOU SHOULD CONSIDER SPONSORING



In 2025, Designers for Dogs will host its inaugural fundraising event that endorses dog- friendly brands while illuminating the value and need for fostering and rescuing. We will raise funds and awareness for our Dallas, TX rescue, Operation Kindness, along with a visiting rescue every year to eventually make this a global organization.



**Sponsors like you are vital to our success in being a recognized and respected organization in the industry. Through strategic marketing efforts and our partnership with Dallas Market Center, we aim to raise over \$100,000 for Operation Kindness and our visiting rescue at our inaugural fundraiser in 2025.**