
WIGGLEBUTT WARRIORS

CRUSADING TO SAVE DOGS' LIVES

SPONSORSHIP OPPORTUNITIES





To raise money and awareness of Cocker Spaniels in need of their forever homes, Fidose of Reality and Wigglebutt Warriors invite you to be an exclusive sponsor of [Wigglebutts Go Hollywoof](#), a red carpet, pet-friendly gala to benefit Oldies But Goodies Cocker Rescue, on September 20, 2014. OBG is a 501(c)3 group.

Wigglebutt Warriors is the official fundraising arm of Fidose of Reality. Crusading to save dogs' lives is our mission.

Our June, 2013, dog wedding, aka "Wigglebutt Wedding" was a sell-out event and garnered a television special as well as coverage in Parade magazine, Huffington Post, About.com, Pet360, and many more media hits!

Click To View
Our Television
Special



Click To Watch
Wigglebutt
Wedding



Fidose of Reality
My Heart Beats Dog™



About Fidose of Reality

Fidose of Reality is an alternative living magazine-style dog blog. We unite dog lovers of the highest order.



From dog news to dog travels, the latest in canine health and wellness, dog fashion and finds, and haute pet products for cool dogs, Fidose of Reality covers it.

Coupling our 20 years of dog travel with a passion and penchant for pet products, my heart beats dog.®

We travel the country and network with pet product experts, veterinarians, pet industry professionals, and more. Fidose of Reality is one of the Internet's premiere destinations for all things dog-related.

About Carol Bryant

"A dog lover of the highest order," is how Gayle King introduced Carol Bryant when she and her Cocker Spaniel, Dexter, appeared on Oprah Radio's Gayle King show to dish dogs.

A frequent media contributor, Carol has appeared on television, radio, and in print. A repeat nominee from the Dog Writers Association of America, Carol contributes to a variety of pet-related websites and is the PR and Marketing Manager for BlogPaws pet blogger social media community and conferences. She and her PR (Puppy Relations) Manager, Dexter, are active in canine rescue and fundraising through her Wigglebutt Warriors foundation.

Social Media Influence

	2,300 followers		78 videos
	2,695 followers		2,235 followers
	3,725 & 3,951 followers		1,038 followers
* as of 03/31/14			



Fidose of Reality/Carol Bryant has been featured in:



THE DOG DAILY

DOGFANCY



THE HUFFINGTON POST



CLIENT REACH: An established Social Media and PR expert, Fidose of Reality has access to a database of industry leaders, fans, dog lovers, household purchasers, and bloggers.

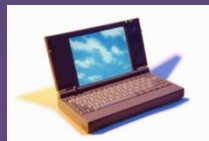
PROMOTIONAL: Video campaigns, Facebook and Twitter outreach, Linked In communiqué, word-of mouth and in-person networking at targeted events.

fidoseofreality.com



Sponsorship Opportunities

Blogger on a Budget:



- ✦ If you are a blogger and want to get your blog website in front of thousands of pet parents, this is the package for you.
- ✦ For \$50, bloggers will be a part of the official souvenir program, on the official Oldies But Goodies Cocker Rescue sponsor page, and on the Fidose of Reality Sponsor page.

Silver Screen: \$150

- ✦ Name and website in gala program
- ✦ Listing as official sponsor on the Oldies but Goodies Cocker Rescue sponsor page
- ✦ Listing as official sponsor on the Fidose of Reality sponsor page
- ✦ Inclusion of one item in the goodie bag for all guests in attendance, if desired



Gold Trophy: \$250

- ✦ Name and website in gala program
- ✦ Listing as official sponsor on the Oldies but Goodies Cocker Rescue sponsor page
- ✦ Listing as official sponsor on the Fidose of Reality sponsor page
- ✦ Inclusion of one item in the goodie bag for all guests in attendance, if desired
- ✦ Donation of one prize to silent auction and/or Wiggy Awards for one winner





Sponsorship Opportunities

Platinum Pooch: \$500



- ✔ Name and website in gala program
- ✔ Listing as official sponsor on the Oldies but Goodies Cocker Rescue sponsor page
- ✔ Listing as official sponsor on the Fidose of Reality sponsor page
- ✔ Inclusion of one item in the goodie bag for all guests in attendance, if desired
- ✔ Donation of one prize to silent auction and/or Wiggy Awards for one winner
- ✔ Half page ad in the official gala program
- ✔ Name in the official press release distributed to media
- ✔ Social Media Coverage: Blog, Facebook, and Twitter coverage on Fidose of Reality
- ✔ Coverage in video at Wigglebutts Go Hollywoof to be used in post event coverage, Facebook sharing, Twitter, and YouTube.

Wigglebutt Supreme: \$1,000



- ✔ Everything from Platinum Pooch but Wigglebutt Supreme receives a full page in the gala program; company name will appear on the Step and Repeat where all photography takes place, as well as personal interview with Carol Bryant for permanently archived YouTube video about your brand. If desired, a complimentary product review and contest will be done on the Fidose of Reality blog.
- ✔ This is an exclusive package.



*With famed dog trainer,
Victoria Stilwell*



*With Gayle King on
Oprah Radio*



*With Olympic legend,
Greg Louganis*



*With David Frei, the Voice of
Westminster Kennel Club*



*Smooching with canine star
of "The Artist," Uggie*



*With tv icon and animal
lover, Loretta Swit*



*With tv personality and
animal advocate, Beth Stern*



*With star of tv's "The
Little Couple," Bill Klein*



*With American icon/
tv legend, Dick Cavett*



Readers Bark Back: Testimonials

I just LOVE this, it is just the kind of thing I have been looking for. I have a Mobility Assistance Dog (Service Dog) and with all of our volunteering, college classes, work, and everything else we do, I am always looking for a bag to put his supplies in, his shoes for when it gets super hot on the ground, water, treats, and all that. Thanks for letting us know about this product for dogs.

~Susan Ambridge~

This was very helpful. My dog, Roscoe, will be 11 in October. We are just beginning to travel more. It had not occurred to me that I should get him used to different surfaces for potty time. Also a great tip about bringing a sheet from home. It's better to learn from others than find out on your own. Thanks.

~Amanda Jane Finnell~

Carol wrote a wonderful 5-part series on her blog on pets and grief. It brought many people together to tell their stories and remember their pets. The compassion shown in the series was a great comfort for many.

~Lucy Maloney~

This post is beautiful! Thank you for sharing your story. It takes courage to be vulnerable with the world. I look forward to the new direction of your blog!

-Aimee + Chuy

I cannot thank you enough for writing that piece; it was short, sweet, and to the point. I hope it opens some eyes. I think I'll tack it on my front door right over my doormat that says, "Pets welcome. Kids must be on a leash." I don't have a lot of time to follow bloggers, but I do follow you. You are well worth my time. Thank you from a lover of many four-legged companions.

~Patricia Lane~





Accolades and Affiliations

We get recognized:

- Finalist Women in the Pet Industry, Woman of the Year finalist, 2013
- Repeat nominee and member, Dog Writer's Association of America
- Member, American Society of Journalists and Authors
- Top 100 Technorati Pet Blog
- Landed "Best Dog Blog" for pet industry client; DogTime Media
- Founder, Wigglebutt Warriors, the fundraising arm of Fidose of Reality. Wigglebutt Warriors hosts fundraising red carpet galas to benefit Cocker Spaniel rescue. Wigglebutt Warriors are crusading to save dogs' lives.

Click each logo:



Frequent Yahoo media pickups:

YAHOO! Search

Controversial zoo lets you cuddle lions and tigers
Thousands of monthly visitors to the Lujan Zoo line up to touch and hug the animals inside their pens. 'Like playing Russian roulette' » 1 - 5 of 100

10 Healthiest Human Foods for Dogs
If you're on the lookout for new and fun ways to rev up your furry best friend's diet, adding vegetables and fruits can be a really healthy way to do that. Take a look at the following 10 healthiest human foods for your dogs' diet. [Pets](#)

7 Dog Breeds that Don't Deserve Their Stereotypes
There are many dog breeds that don't deserve the bad rap society places upon them. Perhaps your dog is one of the breeds or mixed mutts that get a bad rap. Here are the top 10 dog breeds who get an undeserving reputation. [Pets](#) 41 mins ago.

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- 3 Donnie Wal
- 4 H5N1
- 5 Penn State

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Connect With Us: Contact Details

Need to get in touch?

Ready to be in the Wigglebutt pack?

Want to join us?

Carol Bryant

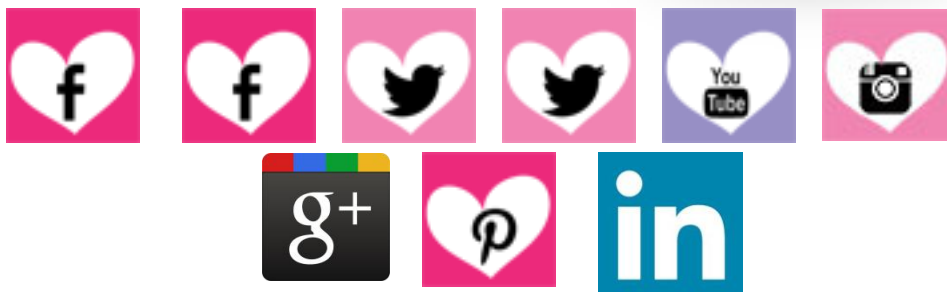
fidoseofreality@gmail.com

www.fidoseofreality.com

570-540-3341



FIND US ON SOCIAL MEDIA (ICONS ARE CLICKABLE)



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Fallon
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Twitter!**



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You follow each other

TWEETS

6,853

FOLLOWING

5,456

FOLLOWERS

11.7M