

Dogs That Run

Sponsorship Packet



What is Canicross?

Canicross, commonly known as cross-country trail running with dogs, originated as a way for the dog sledding community to continue practicing in the off-season. The sport first gained popularity in Europe, with the United Kingdom leading efforts to formalize and promote it.

Dogs That Run defines the sport as trail running with at least one dog who is always attached to the runner. Dogs wear running-oriented, non-restrictive harnesses that connect near the tail using a bungee-style lead. Runners wear hands-free belts that create a team-oriented setup for unified movement on the trails.

Who is Dogs That Run?

Dogs That Run was founded in 2026 to promote canicross within the Finger Lakes Region of New York. Canicross reinforces a true bond with a dog and showcases the mutual benefits of a dog-and-human running team: Speed, Communication, and overall athleticism.

Dogs That Run is here to uphold the highest standards of competition for canicross athletes of all skills and paces. Its standards are designed so that sport remains safe and rewarding for dogs and their human teammates. As well as to encourage new people to try the sport or just come out for a great run with dogs.

When and Where:

[Ganondagan Canicross and Dog-Friendly 5K Trail Races](#)

October 17, 2026

Ganondagan State Historic Site

7000 Co Rd. 41

Victor, NY 14564 US

Why Support Our Race?

For our inaugural race, we are partnering with Puppy Mill Rescue Team, a local animal rescue organization that helps puppy mill dogs by performing rescue missions and transports, rehabilitating and adopting dogs, and advocating to end puppy mills. This organization is also who the owners of Dogs That Run foster with and adopted both of their dogs from.



Every sponsorship we receive will increase our net proceeds for the event to be shared with the rescue.

What Sort of Support Can You Give?

We appreciate both financial and in-kind donations such as race medals, directional signage, printing services, post-race refreshments, samples for race packets, or other ideas! Have a different idea? Let's chat about it together!

How Do You Benefit?

All sponsors who donate at least \$50 are invited to have a booth in our vendor market. Higher-level sponsors will have more recognition of their brand/company throughout the event (see following pages).

Sponsorship Levels

Sponsorship level	Booth \$50	Partner \$100	Silver \$250	Gold \$500	Platinum \$750
Booth space on race day	☐	☐	☐	☐	☐
Listed on our website as a sponsor	☐	☐	☐	☐	☐
Promotional material included in race packs		☐	☐	☐	☐
Logo on race flyers			☐	☐	☐
Logo on mile markers and event day signage				☐	☐
Other branding opportunities, such as name/logo on medals					☐

How to Become a Sponsor?

Please email events@dogsthatrun.net with your company name, company logo, sponsorship level choice, and any questions you have!

In-kind Donations and checks can be mailed to:

Dogs That Run

5605 County Rd 41

Farmington, NY 14425

Thank you!

Your contributions help us to promote canicross in the Finger Lakes and increase our donations to our Rescue Partner. We are grateful for your generosity.