

Thank You!

MTDW

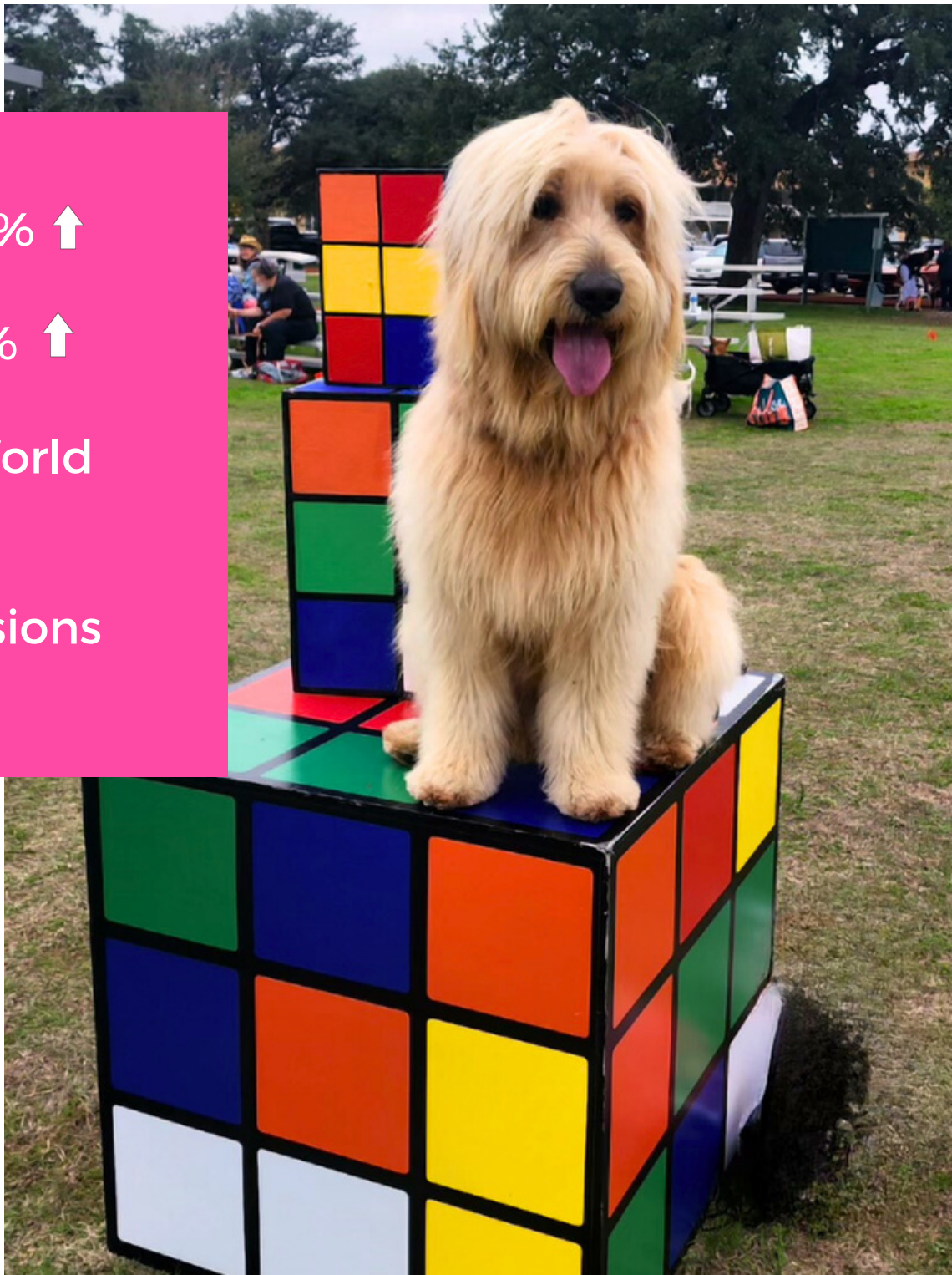
2023

Attendance: 40% ↑

Revenues: 41% ↑

12th Guinness World
Record won

1M Total Impressions



World's Biggest DOG BOWL



15 feet, 3 inches

(Previous record holder:
England at 4.5 meters or
14 feet, 9 inches)



Estate Guests SWAG, PRIZES, FUN!



Disneyland 4 Dogs >>>

AGILITY



PARTICIPATORY ART

SNIFFARI



MORE SWAG MORE WAG



Why We Walk

SERVICE DOGS, INC.

FROM STRAYS
TO STARS



PROVIDED FREE
OF CHARGE

MEDIA Report



PAID:

Digital Ads

- Reach 157,145
- Impressions (Times Viewed): 846,823

Direct Mail

- Reach: 11,936

Flyers

- 1,000 (distributed by SDI partners)

IN KIND:

- 11 Billboards for 27 Days
- Media Value: \$32,658

TV PSA

- KXAN

MEDIA Report



EARNED:

Dripping Springs

Century News:

Local Nonprofit

Secures 12th Guinness

World Record

FOX7:

Mighty Texas Dog

Walk Returns

Saturday

MEDIA Report



KXAN (NBC, Austin):
[Mighty Texas Dog Walk raises money for local non-profit](#)

Yahoo News:
[Mighty Texas Dog Walk 2023](#)

Dripping Springs Century
News: [Local Nonprofit Secures 12th Guinness World Record](#)

FOX7: [Mighty Texas Dog Walk Returns Saturday](#)

Hoodline:
[Mighty Texas Dog Walk Struts for Service Pups](#)

MEDIA Report



SHARED:

- Austin Animal Center: 60k followers
- Jim Spencer, KXAN: 25k followers
- Kristen Currie, KXAN: 20k followers
- Community Calendars
 - Facebook (5k people added to calendar)
 - Austin Chronicle
 - H-E-B

MEDIA Report



SHARED:

- Community Calendars
 - AustinTexas.org
 - CultureMap austin
 - Do512
 - Dripping Springs Outlook

OWNED:

MTDW Website

- 9,636 Unique Visitors
- 14,405 sessions

Email Campaign to SDI Email List

- 7 Emails
- 24,000 Opens

THANK YOU!

YOU'RE OUR
FAVORITE
THING!



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mightytexasdogwalk.org

