

MAYOR OF DIVIDE 2020

IMPORTANT DATES:

- **Jan. 17 through Jan 31** - APPLICATIONS for Mayor will be accepted, available online or at TCRAS
- **Feb. 7** - PAYMENT, Photos, Completed "Additional Candidate Info" form, and sponsor logos / info are due
- **Feb. 14 at 8 am** – VOTING STARTS
- **April 4** – Wild Whiskers Event
- **April 7th at midnight** – VOTING ENDS
- **April 8th at noon** – WINNER ANNOUNCED

RULES:

- To qualify to run for Mayor, candidates must be:
 - Non-human
 - Currently in good health and able to serve as Mayor
 - A resident of Teller County or surrounding area and able to appear for special events in the future
- Qualifying candidates will be accepted on a 1st come, 1st serve basis. Limited spots are available. TCRAS will "vet" all applicants and will let you know if your candidate qualifies to run no later than Jan. 31.
- **COST TO RUN: \$100** - includes one ticket to Wild Whiskers event (TICKET VALUE \$50)
 - Wild Whiskers Event to be held on Saturday, April 4th. Candidates welcome to join if appropriate.
- Campaign Manager (pet owner) must provide all necessary information and meet all deadlines or candidate will be disqualified.
- Campaign manager must have at least one social media account (Facebook, Twitter or Instagram preferred) and promise to actively promote their candidate and the election during the voting period.
- Campaign manager agrees to "speak" for their candidate (or find a Rep that will) in the case of public appearances, competitions and/or winning the election
- The focus will be on promoting the candidates ONLINE instead of at "in-person" events
- All voting will be done ONLINE through the TCRAS website OR cash / checks can be brought to TCRAS
 - NOTE: This year, each vote will cost \$2

FUN STUFF

- We will offer opportunities for the candidates to come to the shelter for a video interview which we will link to the candidate's page and to promote.
- We encourage fun competitions between candidates! Challenge each other and increase exposure for the shelter!
- Get creative! Have fun! Play up "dirty politics"! Enjoy corny animal puns!

OPTIONAL

COMPANY / ORGANIZATION SPONSORSHIP

- A local company can sponsor a candidate for \$150. The sponsoring organization will receive the following:
 - Organization mentioned in ALL promotions in conjunction with candidate
 - Recognition on candidate's individual webpage, to include organization's logo with link to website and short blurb about sponsoring organization
 - Mention on TCRAS Home webpage
 - Logo and link to organization's website on TCRAS Mayor of Divide webpage
 - ONE free ticket (value \$50) to Wild Whiskers event on April 4th
 - Organization name in program for Wild Whiskers event, noted as sponsor of candidate

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