



June 8, 2016

Dear friend of the Peninsula SPCA,

It's time to gear up for the Peninsula SPCA's Paws for a Cause! Our 10<sup>th</sup> Annual Paws for a Cause Dog Walk & Festival will benefit the animals and programs of the Peninsula SPCA. There will be local rescue groups, community partners, and animal-related exhibitors and vendors attending this event, in addition to more than 2,000 members of our community. We invite you to join us as a sponsor.

Your support is needed more than ever. In January, we completed our first year as an Adoption Guarantee (or "No-Kill") Shelter. In our first year, we saved more than 1,300 lives, opened an affordable vaccination clinic and expanded our humane education programs. **We rely solely on support from the community to operate**, through adoption fees, education and clinic fees, and through donations from community partners like you! **This year, we hope to raise \$55,000 through our Paws for a Cause event.**

We hope you will join us at the Paws for a Cause Dog Walk & Festival on **Saturday, September 17<sup>th</sup>** at The Mariners' Museum Park in Newport News, from 12 p.m. to 5 p.m. For more details about this great event, visit **[www.PeninsulaSPCA.org/PawsForACause](http://www.PeninsulaSPCA.org/PawsForACause)**.

On behalf of the animals we serve, thank you in advance for your generosity and support.

Sincerely,

A handwritten signature in black ink that reads "Megan S. Steele". The signature is written in a cursive, flowing style.

Megan S. Steele  
Marketing and Special Events Manager  
Peninsula SPCA

P.S. To learn more about our Adoption Guarantee Shelter, please visit [www.PeninsulaSPCA.org](http://www.PeninsulaSPCA.org)





Presented by Riverside Health System

# SPONSORSHIP INFORMATION

## **\$3,500 – WALKING TRAIL SPONSOR**

The main event at *Paws for a Cause* is the Dog Walk, when all participants join together to walk for the animals, along a two-mile wooded, walking trail.

*Benefits Include:*

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event in premium location for maximum viewing (10x10 area)\*
- Company banner displayed at the event
- 2 weeks of message time on the SPCA marquee (seen by 48,000 cars daily)
- Inclusion of promotional items in participant goody bags
- 15 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- 15 complimentary wristbands to enjoy the PSPCA children's area

## **\$2,500 – WOOFSTOCK STAGE SPONSOR**

Presenting partner for our Woofstock stage, featuring music and live entertainment including canine games and contests

*Benefits Include:*

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)\*
- Display of a company banner at the Woofstock Stage
- 1 week of message time on the SPCA marquee (seen by 48,000 cars daily)
- Inclusion of promotional items in participant goody bags
- Ten complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- Ten complimentary wristbands to enjoy the PSPCA children's area

## **\$1,500 – CHILDREN'S AREA SPONSOR**

New and improved, this year's children's area will include an expanded play area for little ones, including inflatables, live animals, and fun, hands-on activities and games.

- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)\*
- Display of company banner in Children's Area
- Inclusion of promotional items in goody bags
- Eight complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- Eight complimentary wristbands to enjoy the PSPCA children's area

### **\$1,000 – WATER STOP SPONSOR**

Provides refreshing pools of water for our thirsty dogs at the festival and along the walking trail

- Name/logo on signage at a minimum of two water stops
- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)\*
- Inclusion of promotional items in goody bags
- Six complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- Six complimentary wristbands to enjoy the PSPCA children's area

### **\$750 – DOGGY SNACK BAR SPONSOR**

Provides doggy snacks for our dogs to be displayed in our refreshments tent

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and social media
- Booth space at event (10x10 area)\*
- Inclusion of promotional items in goody bags
- Two complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)

### **\$500 – ACTIVITY SPONSOR**

From our booth decorating competition (NEW this year!) to the dog tricks contest and Pet Costume Parade, Paws has plenty of K-9 activities for every pup and family.

- Name/logo on activity signage
- Priority logo placement on event T-shirt
- Listing of sponsor name on SPCA website
- Booth space at event (10x10 area)\*
- Inclusion of promotional items in goody bags

### **\$250 – PAWS SPONSOR**

- Listing of sponsor name on SPCA website
- Booth space at event (10x10 area)\*
- Inclusion of promotional items in goody bags

*\* Note: All sponsors are responsible for providing tables, chairs, tents, etc. for their reserved spaces. Sponsor must stay throughout the event and must not close booth areas prior to conclusion of event.*



# SPONSORSHIP REGISTRATION

## Company Information:

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please email your company's logo to [megan@peninsulaspca.org](mailto:megan@peninsulaspca.org) upon sponsorship registration.**

*Please send a high resolution color logo. A .png file with a transparent background is preferred. A .jpeg will also be accepted.*

## Sponsor Level:

- Walking Trail - \$3,500
- Woofstock Stage Sponsor - \$2,500
- Children's Area Sponsor - \$1,500
- Water Stop Sponsor - \$1,000
- Doggy Snack Bar - \$750
- Activity Sponsor - \$500
- Paws Sponsor - \$250
- Other: \_\_\_\_\_

## **I would like to donate the following items for the Goody Bags:**

*\*Approximately 400 goody bags. Inclusion of promotional items depends on sponsorship levels. **Items must be received by 9/1/15.***

1. \_\_\_\_\_

2. \_\_\_\_\_

Will deliver       Pick-up required. Please pick up after this date: \_\_\_\_\_

## Payment Information:

Check (payable to Peninsula SPCA)     VISA     MasterCard     Discover     American Express

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Submit Your Registration:

**To receive all marketing benefits, please submit your registration form and logo file to us by July 11.**

**Mail:** Peninsula SPCA, Paws for a Cause  
523 J. Clyde Morris Blvd.  
Newport News, VA 23601

**Email:** [megan@peninsulaspca.org](mailto:megan@peninsulaspca.org)  
**Fax:** 757-595-9945  
**Phone:** 757-595-1399, ext. 109