

PENINSULA SPCA
Barktoberfest
and
P⁰₂¹₇**WS** FOR A CAUSE
dog walk & festival

May 22, 2017

Dear friend of the Peninsula SPCA,

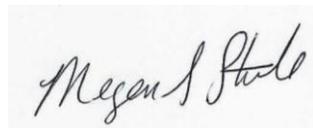
It's time to gear up for the Peninsula SPCA's Paws for a Cause! Our 11th Annual Paws for a Cause Dog Walk & Festival will take on a new look and feel this year as we embrace (hopefully) cooler weather with a **Barktoberfest** fall festival in October! We will still include rescues, vendors, exhibitors, and community partners in our event, and will of course hold our annual dog walk! However, this year we will add some fun fall activities, music and a craft brew beer garden! And as always, all proceeds will benefit the animals and programs of the Peninsula SPCA.

We invite you to join us a sponsor of this year's Barktoberfest/Paws for a Cause event. Your support is so important to the continued success of the shelter as an Adoption Guarantee (or "No-Kill) Shelter. Last year, we saved more than 1,000 lives, expanded our affordable vaccination clinic to include spay and neuter services, and enhanced 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 \$40,000 at Barktoberfest!**

Please join us at Barktoberfest/Paws for a Cause on **Saturday, October 21st** 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**.

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

Sincerely,



Megan S. Steele
Marketing and Special Events Manager
Peninsula SPCA
www.PeninsulaSPCA.org





SPONSORSHIP INFORMATION

\$3,500 – BARKTOBERFEST BEER GARDEN SPONSOR

NEW THIS YEAR! Guests will love to bring their pets for a relaxing afternoon of tasting local craft brews!

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
- 10 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- 10 complimentary beer tasting tickets

\$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)

\$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)



\$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 K-9 Cake Walk to our People & Pets Costume Contest Barktoberfest has plenty of 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 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:

Beer Garden Sponsor - \$3,500 Woofstock Stage Sponsor - \$2,500 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 10/1/17.*

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 31.

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

Email: megan@peninsulaspca.org
Fax: 757-595-9945
Phone: 757-595-1399, ext. 109