

Prince William SPCA Pet Adopt-A-Thon



October 20, 2007 • 10am - 3pm
Prince William County Fairgrounds

Sponsorship Reservation Form

About the Event

The PWSPCA's Pet Adopt-A-Thon and Fall Festival serves as the only large-scale pet adoption event in the county. Last year, the event attracted more than 1,000 visitors and exhibit space was sold out. All shelter pets that were on-hand were adopted and many more pets from local animal rescue groups found great homes in our community. More than 50 pets were microchipped and received rabies vaccinations. Thanks to generous support from our sponsors, the PWSPCA raised \$8,000 for spay/neuter initiatives that are helping to fight pet overpopulation right here in Prince William County. Photos of the 2006 event may be found at <http://www.pwspca.org/photos.html>. This year, the event moves to a larger facility, the Prince William County Fairgrounds, with better parking and inside exhibit space. More than 2,000 people are expected to attend.

Individual/Organization Name:

Contact Name:

Address:

City, State, Zip:

Phone: Email:

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|---|---------|--|-------|
| <input type="radio"/> Marquis Sponsor | \$5,000 | <input type="radio"/> Gold Paw | \$500 |
| <input type="radio"/> Grand Sponsorship | \$2,500 | <input type="radio"/> Silver Paw | \$250 |
| <input type="radio"/> Platinum Paw | \$1,000 | <input type="radio"/> Bronze Paw | \$100 |

Total Amount Enclosed \$ _____



- My company would like to donate merchandise, services, or certificates for prizes:**

Description: _____ **Value:** _____

Please fill out the information above, select your level of sponsorship (details for each level are included on the back of this form), and send this form with your check, made payable to Prince William SPCA, to: PWSPCA, PO Box 6631, Woodbridge, VA 22195.

Please note: All sponsorships received by August 31, 2007 will have full donor recognition listed on the "sponsorship opportunity" page. Sponsorships received after September 1, 2006, include as many of the items listed but cannot be guaranteed due to printing schedules. **Cancellations:** Your commitment is final. No refunds will be issued. **Logo submission:** Please send a high resolution logo (300 dpi) in TIF or vector-based EPS digital format by e-mail to heather@pwspca.org no later than August 31, 2007 in order to include your logo in sponsor promotions.

2nd Annual Pet Adopt-A-Thon and Fall Festival Sponsorship Opportunities

The following sponsorship opportunities offer local and regional exposure for your business, product or service through media coverage, merchandise, a targeted audience of consumers, exposure at the event, tax benefits and much more. By registering early, your company will benefit from the initial exposure generated through the upcoming registration drive for rescue groups, vendors and dog walk participants all around the Prince William County region. **Please note that all sponsorships \$1,000 and above may be co-sponsored.** In addition to the sponsor benefits listed below, all sponsors are eligible to provide coupons, giveaways or other promotional materials (supplied by sponsor) to be included in attendee goodie bags and are encouraged to promote their business by donating a door prize item to the raffle. **Donations from individuals are also welcome at all levels.**

Marquis Sponsor

(1 available) – \$5,000 donation

- Name included in event title name: ("Your Company" presents the Prince William SPCA Pet Adopt-A-Thon and Fall Festival)
- Complimentary vendor booth at event
- Name on all printed materials, fliers, programs, advertising
- Logo printed on T-shirts, event bandanas and linked on Prince William SPCA web site
- Logo on (4) Omni Ride bus advertising signs for month of September
- Logo on event banner and company name on signage at event
- Recognition in all news releases and during special acknowledgement during event

Grand Sponsorship: Great Pumpkin Dog Walk Marquis Sponsor

(1 available) – \$2,500 donation

- Name included in promos: ("Your Company" presents the Prince William SPCA Great Pumpkin Dog Walk)
- Logo on (2) Omni Ride bus advertising signs for month of September
- Complimentary vendor booth at event
- Logo printed on T-shirts, goodie bags, maps, bandanas and (1) welcome banner hung at check-in table
- Logo and link on Prince William SPCA web site

Platinum Paw Sponsor

(3 available: Photo Booth; Pet Resource Center; Microchip/ Rabies Vaccination Booth) – \$1,000 donation

- Sole sponsorship of Photo Booth or Pet Resource Center or Microchip/Rabies Vaccination Booth
- Signage with name posted at your selected sponsorship location
- Logo on all printed materials, fliers, programs and advertising
- Logo and link on Prince William SPCA web site
- Name on signage at event
- Special acknowledgement during event

Gold Paw Sponsor

\$500 donation

- Name on all printed materials, fliers and programs
- Logo and link on Prince William SPCA web site
- Name on signage at event

Silver Paw Sponsor

\$250 donation

- Name on all printed materials, fliers and programs
- Name and link on Prince William SPCA web site

Bronze Paw Sponsor

\$100 donation

- Name and link on Prince William SPCA web site



In-kind Donations Welcomed

The Prince William SPCA welcomes companies that can offer in-kind services to help defray the costs of the event. If your company offers printing, catering (tables, tents, chairs), refreshments (bottled water, snacks), sign/banner production, advertising, silk screening, or other services, please contact the PWSPCA at 571.222.0033. A volunteer will return your call to discuss details of your donation. All in-kind sponsors will be recognized based on the value of their donation (i.e.: a company donating printing valued at \$1,000 will be listed as a Gold Paw Sponsor and receive all the benefits associated with that sponsorship opportunity).