

The Escondido Humane Society invites you to partner with us for our 4<sup>th</sup> annual comedy benefit...



# Laugh for Lives

An evening of rip-roaring, side-splitting, family-friendly stand-up comedy benefiting people and pets across San Diego

## Event Overview

**When...** Saturday, May 19<sup>th</sup>, 2007, curtain at 7pm

**Where...** California Center for the Arts, Escondido, Center Theater

**Who...** Join over 400 guests in laughter featuring Mike Marino (*the Tonight Show with Jay Leno, the Martin Short Show, Frasier, Party of Five, and more*) and friends

**Why...** Enjoy a fun night on the town while supporting one of Southern California's largest open-door, no-kill animal shelter and educational centers

## Escondido Humane Society Fast Facts

- 🐾 The Escondido Humane Society (EHS) is a **501 (C)3 nonprofit organization, Tax ID 95-1661662, founded in 1915**
- 🐾 We are a **no-kill, open-door animal care center**. We accept all stray, surrendered, neglected, or rescued animals in our area, and never euthanize an animal due to length of stay, lack of space, age, breed, or attractiveness to potential adopters
- 🐾 Every year, we care for more than **7,000 stray, abused, neglected, or surrendered companion animals**
- 🐾 EHS humane officers serve **256,000 people**, ensuring their pets are **safe, licensed and vaccinated**
- 🐾 Median *income* of EHS direct service area: **\$72,743**
- 🐾 Median *home value* of EHS direct service area: **\$521,000**
- 🐾 Our **Adoption Center** serves over **2.1 million** San Diego residents
- 🐾 Last year, over **450 volunteers** contributed **52,000 hours** to our center – the equivalent of 25 full-time employees
- 🐾 Thanks to our volunteers and partners, adoption per adoption, we are amongst the **most cost-efficient** animal centers in the region – your donations go far for animals and people
- 🐾 Our **cutting-edge behavioral rehabilitation** program provides state-of-the-art care for abused and neglected dogs. **Massage, music therapy, aromatherapy, and reading therapy** are some of our new treatments designed to **rebuild trust and social skills** of these special-needs canines
- 🐾 Our **expanded programs** such as **Pet Therapy, summer day camps, and visits to underserved school districts** directly served over **15,000 San Diego residents** last year
- 🐾 We need to fundraise **\$1.6 million dollars** in donations in 2007 to continue our services as planned



Sydney says, Sponsors make me smile!

# Laugh for Lives Sponsorship Opportunities

Our sponsors support smiles ... join us for this fun event supporting people and pets across San Diego!



*Zaphod Beeblebox says, Laugh for Lives is nothing to stick your tongue out at- partner with us for an evening of fun!*

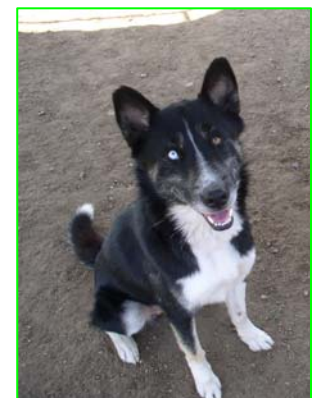
## Presenting Sponsor... \$5,000

- 🐾 Exclusive sponsorship level
- 🐾 Name and logo immediately precedes event name on *all* press releases, media announcements, and promotional material (i.e. Your name/logo here presents *Laugh for Lives*) including but not limited to:
  - Postcard Invitations (5,000)
  - Event signage
  - Event program
  - E-newsletter
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 Eight (8) complimentary VIP seats (value: \$400)
- 🐾 Full page advertisement in event program
- 🐾 250 word story or advertisement (sponsor's choice), with photo or logo, in EHS e-newsletter
- 🐾 Opportunity to personally address *Laugh for Lives* audience
- 🐾 Opportunity to distribute your own promotional material to event attendees
- 🐾 Recognition plaque presented at event
- 🐾 Listing in EHS business directory
- 🐾 Company or personal nameplate displayed in Escondido Humane Society Adoption Center for 1 full year
- 🐾 Opportunity to distribute your own promotional material in Escondido Humane Society's Adoption Center for two months
- 🐾 VIP Tickets for two (2) to Tails at Twilight, EHS' fall gala, VIP Reception and dinner (value: \$500)



## Diamond Smile Sponsor: \$3,500

- 🐾 Logo printed prominently promotional material , including but not limited to:
  - Postcard Invitations (5,000)
  - Event signage
  - Event program
  - E-newsletter
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 Six (6) complimentary VIP seats
- 🐾 ½ page advertisement in event program
- 🐾 100 word story or advertisement (sponsor's choice), with photo or logo, in EHS e-newsletter
- 🐾 Recognition plaque presented at event
- 🐾 Listing in EHS business directory
- 🐾 Company or personal nameplate displayed in Escondido Humane Society Adoption Center for 1 full year
- 🐾 Dinner tickets for two (2) to Tails at Twilight, EHS' annual fall gala (value: \$300)



*Jada says, sponsors are my friend - Thanks to them, I'm smiling in my new home!*

## Gold Smile Sponsor: \$2,500

- 🐾 **Logo printed prominently promotional material**, including but not limited to:
  - Postcard Invitations (5,000) *\*if sponsorship commitment received by March 16<sup>th</sup>, 2007*
  - Event signage
  - Event program
  - E-newsletter
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 **Four (4) complimentary VIP seats**
- 🐾 **1/4 page advertisement** in event program
- 🐾 **Recognition plaque** presented at event
- 🐾 Listing in EHS **business directory**
- 🐾 Company or personal **nameplate** displayed in Escondido Humane Society Adoption Center for **6 months**
- 🐾 Dinner tickets for two (2) to Tails at Twilight, EHS' annual fall gala (value: \$300)



## Silver Smile Sponsor: \$1,000

- 🐾 **Logo printed** on promotional material, including but not limited to:
  - Postcard Invitations (5,000) *\*if sponsorship commitment received by March 16<sup>th</sup>, 2007*
  - Event signage
  - Event program
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 **Four (4) complimentary VIP seats**
- 🐾 **1/8 page advertisement** in event program
- 🐾 **Recognition certificate** presented at event
- 🐾 Listing in EHS **business directory**



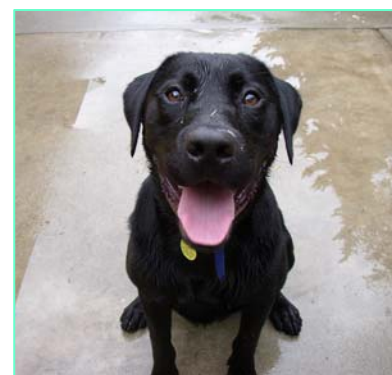
## Bronze Smile Sponsor: \$500

- 🐾 **Name printed** on most promotional material, including but not limited to:
  - Postcard Invitations (5,000) *\*if sponsorship commitment received by March 16<sup>th</sup>, 2007*
  - Event signage
  - Event program
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 **Two (2) complimentary VIP seats**
- 🐾 **1/8 page advertisement** in event program
- 🐾 **Recognition certificate** presented at event
- 🐾 Listing in EHS **business directory**



## Helping Smile Sponsor: \$250

- 🐾 **Name printed** on certain promotional material including:
  - Event signage
  - Event program
  - Website (20,000+ unique hits/month), with live link to your website
- 🐾 **Two (2) complimentary VIP Seats**
- 🐾 Listing in EHS **business directory**



*Blue says, Smile with me –  
join me for Laugh for Lives!*

# Laugh for Lives 2007

## Sponsorship Confirmation Form



Yes! I/we will sponsor Laugh for Lives, in support of people and pets in San Diego County. We will partner as a: \*

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting Sponsor... \$5,000    | <input type="checkbox"/> Silver Smile Sponsor... \$1,000 |
| <input type="checkbox"/> Diamond Smile Sponsor... \$3,500 | <input type="checkbox"/> Bronze Smile Sponsor... \$500   |
| <input type="checkbox"/> Gold Smile Sponsor... \$2,500    | <input type="checkbox"/> Helping Smile Sponsor... \$250  |

We are unable to sponsor this year, but would like to make a cash donation of \$\_\_\_\_\_

We would like to contribute a door/raffle prize of \_\_\_\_\_

\* By completing the below, you ascertain that you have read, understand, & agree to the sponsorship benefits as outlined in the attached packet

Sponsoring Company/Individual \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website www. \_\_\_\_\_

List name on printed material as \_\_\_\_\_

A check payable to the Escondido Humane Society is enclosed in the amount of \$\_\_\_\_\_

I would like to pay via VISA or Mastercard. Please call me at my phone number above.

Please send an invoice for payment

The Escondido Humane Society is a non-profit 501(c)3 organization, Tax ID #95-1661662.

Please mail or fax this form to:

Abigail Rowland, Director of Development

Escondido Humane Society

3450 East Valley Parkway

Escondido, CA 92027

P: (760) 888-2240 F: (760) 888-2226

E: [development@escondidohumanesociety.org](mailto:development@escondidohumanesociety.org)

