



Paws in the Park 2012

A Walk for the Escondido Humane Society

Sunday, March 25, 2012 • Kit Carson Park, Escondido



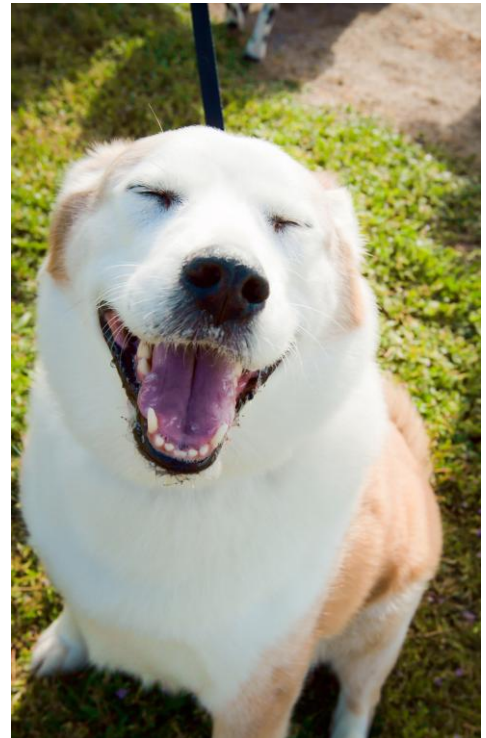
Sponsorship opportunities

WHY SPONSOR *PAWS IN THE PARK* THIS YEAR?

Last year, we raised more funds for the animals at the Escondido Humane Society than ever before in Paws in the Park's 12-year history. An estimated 1,000 people and their canine companions helped us exceed our fundraising goal, raising more than \$100,000 for homeless animals. This year, join us as we hope to do even more for the sake of animals who need us the most.

It's a challenging year for everyone, including nonprofits. We understand that many advertising budgets have been reduced, but we need your support now more than ever. Sponsoring Paws in the Park offers a tremendous value and gives you the opportunity to reach thousands of local residents with your message.

In addition to assisting animals - and the people who love them - your sponsorship shows your consumers that you care by supporting what they love: their pets! San Diego was recently ranked among the most pet-friendly cities in the nation, and despite a challenging economy, consumer spending on pets is projected to increase by 5% (Wall Street Journal, September 2008).



You don't have to be a pet-related business to benefit (in fact, last year, many of our sponsors were not). Your tax-deductible sponsorship will show the many pet lovers across San Diego that you care about them - and their loved ones - as we celebrate your support before, during, and after Paws in the Park. We have over 25,000 donors. Even more people visit us, adopt from us, or volunteer with us. Help ensure that they keep you in mind the next time they need your goods/services by sponsoring Paws in the Park, and feel good knowing that your sponsorship will help us continue our lifesaving work!

EVENT FAST FACTS

WHEN: Sunday, March 25, 2012; walk starts at 8 a.m.

WHERE: Kit Carson Park, Escondido

EXPECTED ATTENDANCE: 1,200+

ATTRACTIONS: 1.5- or 2.5-mile walk, vendor expo, celebrity guests, entertainment, games for people of all ages and their dogs, prizes, giveaways, and more!

FUNDRAISING GOAL: \$100,000



OUR MISSION

To promote and protect the health, safety and welfare of companion animals and to serve our communities.

EHS FAST FACTS

- The Escondido Humane Society (EHS) is a 501 (C)3 nonprofit organization founded in 1915
- As a private, independent organization, we receive no funding from the state, ASPCA, HSUS or any other animal welfare organization. Our resources, including veterinary care, shelter, adoptions, behavioral training, education and pet therapy, are supported largely by our donors.
- Our humane and educational center is 100% donation supported
- Every year, we directly shelter more than 5,000 stray, abused, neglected, or surrendered companion animals and ensure the protection, safety, and well-being of over 150,000 animals
- We are proud to be rated a four-star charity by Charity Navigator, the highest rating offered to exceptional charities who exceed industry standard in fiscal responsibility, organizational efficiency and growth.
- Last year, the Escondido Humane Society was on 115 radio/TV segments and had 824 newspaper and magazine print placements. The number of print impressions generated from print placements was 111,036,648. *
- We accept all stray companion animals in our area regardless of age, breed, health, or behavioral challenges. Adoptable animals are with us for as long as they need us. We never euthanize an animal due to lack of space or length of stay.
- Our humane officers serve over 256,000 local residents, ensuring their pets are safe, licensed, and vaccinated
- In fiscal year 2011, over 800 local volunteers contributed 171,811 hours to our center

* Print impressions is the number of times the public was exposed to the Escondido Humane Society name

Sponsorship Opportunities

Presenting Paw Sponsor (exclusive opportunity): \$15,000

- Logo prominently displayed on all printed materials including T-shirts, brochures, posters, and event signage*
- Company name will be shown immediately before or after the event on all announcements, website mentions, and promotional material (Paws in the Park, Presented by *Your Name Here*)
- Mention of your name in all press releases and media announcements
- Mention and link to your website in all event-related e-newsletters
- Company logo and link to website prominently featured on the EHS website
- A premier 10x20 sponsor space at the PAWS Expo, including a canopy, located adjacent to the stage for maximum visibility, or in location of sponsor's choice
- The opportunity to display up to five banners at the event (provided by sponsor; must be approved by City of Escondido)
- Recognition via PA announcements
- Presentation of crystal award at the event
- 10 complimentary tickets to EHS' Tails at Twilight Gala
- 20 complimentary event T-shirts
- Opportunity to distribute promotional material in EHS Adoption Center for two months (est. visitors: 5,000)

Diamond Paw Sponsor (two available): \$10,000

- Logo prominently displayed on printed materials including T-shirts, brochures, and posters*
- Company named in all event press releases
- Mention and link to your website in all event-related e-newsletters
- Company logo and link to website featured prominently on the EHS website
- A premium 10x10 sponsor space at the PAWS Expo, including a canopy
- The opportunity to display up to three banners at the event
- Recognition via PA announcements
- Presentation of crystal award at the event
- 5 complimentary tickets to EHS' Tails at Twilight Gala
- 15 complimentary event T-shirts



Platinum Paw Sponsor (two available): \$7,500

- Logo on printed materials including T-shirts, brochures, and posters*
- Company logo and link to website featured on the EHS website
- Mention and link to your website in all event-related e-newsletters
- A premium 10x10 sponsor space at the PAWS Expo, including a canopy
- The opportunity to display up to three banners at the event
- Recognition via PA announcements
- Presentation of recognition certificate at the event
- 2 complimentary tickets to the EHS' Tails at Twilight Gala
- 10 complimentary event T-shirts

Golden Paw Sponsor (five available): \$3,500

- Company logo displayed on printed materials including T-shirts, brochures, and posters*
- Company logo with link to homepage featured on the EHS website
- Mention and link to your website in all event-related e-newsletters
- A 10x10 sponsor space at the PAWS Expo
- The opportunity to display one company banner at event
- Recognition via PA announcements
- Presentation of recognition certificate at the event

Silver Paw Sponsor: \$2,000

- Company logo printed on event T-shirts
- Company logo displayed on printed brochures and posters*
- Company logo featured on the EHS Web site
- Mention and link to your website in all event-related e-newsletters
- A 10x10 sponsor space at the PAWS Expo
- The opportunity to display up to one banner at the event (you provide)
- Recognition via PA announcements
- Presentation of recognition certificate at the event

Bronze Paw Sponsor: \$1,000

- Company logo printed on event t-shirts
- A 10x10 sponsor space at the PAWS Expo
- Recognition via PA announcements
- Presentation of recognition certificate at the event
- Mention and link to your website in all event-related e-newsletters

Helping Paw Sponsor: \$500

- A 10x10 sponsor space at the PAWS Expo
- Recognition via PA announcements
- Presentation of recognition certificate at the event
- Mention and link to your website in all event-related e-newsletters

* Artwork deadline for brochure and event signage: Jan. 9, 2012. Deadline for T-shirt: Feb. 9, 2012. A signed sponsorship agreement must be received prior to inclusion.



Sponsor Reply Form

Yes! I/we will sponsor the Escondido Humane Society's Paws in the Park.

We will partner as a:

<input type="checkbox"/> Diamond Paw Sponsor \$10,000	<input type="checkbox"/> Silver Paw Sponsor \$2,000
<input type="checkbox"/> Platinum Paw Sponsor \$7,500	<input type="checkbox"/> Bronze Paw Sponsor \$1,000
<input type="checkbox"/> Golden Paw Sponsor \$3,500	<input type="checkbox"/> Helping Paw Sponsor \$500

We are unable to sponsor, but would like to be a vendor at the PAW Expo for \$100 before Jan. 11, 2012 (\$150 after)

We will gladly donate item(s) to be distributed to participants as gifts, prizes, and giveaways (please enclose).

Sponsoring Company/Individual _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Web site www. _____

List name on printed materials as _____

A check made payable to the Escondido Humane Society is enclosed

Please send an invoice for payment

The Escondido Humane Society is a not-for-profit 501(c)(3) corporation, Tax ID 95-1661662.

Please mail or fax this form to:

Jean Russo, Development Director

Escondido Humane Society

3450 East Valley Parkway

Escondido, CA 92027

Phone: (760) 888-2240 Fax: (760) 888-2222

If applicable to your sponsorship, please email artwork to development@escondidohumanesociety.org

