



Sponsorship Proposal



Saturday, October 24th

**10am - 3pm
Rose Tree Park**

1671 N. Providence Rd., Media, PA



All proceeds benefit the Delco SPCA



Why Should You Support the Bark in the Park Dog Walk/5K Run & Fall Festival?

What:

A unique opportunity for animal lovers to come together, enjoy a festive atmosphere and raise funds and awareness for the Delco SPCA's lifesaving efforts on behalf of homeless, neglected and unwanted animals

When & Where:

Saturday, October 24th, 2015, 10am - 3pm, at the scenic Rose Tree Park in Media, PA

Why:

To support the Delco SPCA's lifesaving mission. In its fourth year as a lifesaving organization and 104th in operation, the important work done for thousands of animals and pet owners in the community is only made possible through private donations like your sponsorship.

Partnering with the region's most premier lifesaving adoption and community outreach agency will provide your company with a wonderful opportunity to market its brand and products to nearly 5,000 Philadelphia's region's most affluent and compassionate people. Through a Bark in the Park Dog Walk/5K Run & Fall Festival sponsorship, your company will establish itself as a community and philanthropic leader, gain unique access to this valuable audience, all the while helping to save thousands of innocent animals' lives. Research shows, 80% of supporters are more likely to frequent businesses that support their favorite nonprofit.

Highlights of Bark in the Park Dog Walk/5K Run & Fall Festival:

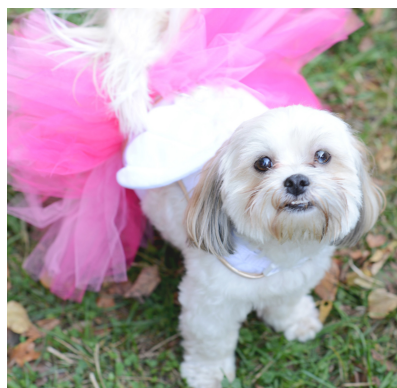
- An estimate 5,000 attendees throughout the course of the day
- Over \$100,000 raised for the Delco SPCA's lifesaving mission
- Dogs and cats available for adoption on-hand, ready to meet potential adopters
- Companies that have supported the event have reported increased business thanks to attendees of both events
- Substantial pre- and post-event promotion.

We anticipate coverage of the event by:

- 6ABC Action News
- CBSPhilly
- The Delaware County Daily Times
- Fox29
- Main Line Media News
- NBC10
- The Philadelphia Inquirer



Your Sponsorship Supports Critical Lifesaving Programs



The Delco SPCA is a 501(c)3 private nonprofit lifesaving animal welfare agency dedicated to adoption, intervention and prevention programs that protect and improve the health and welfare of companion animals and support the people who care for them. The Delco SPCA is not affiliated with any county, government or other animal welfare agency or SPCA and relies on private donations alone to continue our important work, such as:

- **Rescue and adoption services.** In 2014, the Delco SPCA adopted 3,583 animals into forever homes, many of them transferred from overcrowded shelters where they would otherwise never have a second chance at life.
- **Low-cost veterinary services.** Since 2010, the Delco SPCA operates weekly onsite and mobile veterinary clinics as well as provides low-cost spay and neuter and other lifesaving surgeries, reaching thousands of clients who otherwise would not be able to afford to care for their pets and would have to give them up for lack of resources. Specific spay/neuter and behavior programs are targeted at owned Pit Bulls.
 - **Spay Days.** The Delco SPCA offers monthly drastically subsidized cat spay and neuter days to cat owners in most need in effort to control the cat population, as cats overwhelm dogs in animal shelters 3:1.
- **Pet food pantries for low-income families.** Through a partnership with local food pantries, the Delco SPCA provides an average of 400 pet meals monthly. Pet pantry clients have expressed that they would have to turn their pets over to an animal shelter if not for the pet food pantry. Clients are also offered completely subsidized vaccinations and spay/neuter surgeries annually as well as holiday pet stockings.
- **Humane Investigations and Humane Education.** Humane Society Police Officers Bill Vernon and Ron Riggle investigate over 1,200 instances of animal cruelty in Delaware County every year. Those animals are often relinquished to the care of the Delco SPCA. For many, it's a long road, and a very costly recovery before they can be placed up for adoption. In an effort to reduce animal cruelty, the Delco SPCA operates a Humane Education program where children and adults around the community learn about proper animal care and preventing cruelty to animals.



Bark in the Park Dog Walk/5K Run & Fall Festival Sponsorship Opportunities

The event runs from 10am-3pm.
Attendance is expected to exceed 5,000 people.

Saint Bernard Sponsor: \$5,000 donation

As a Saint Bernard Sponsor, you will receive:

- Premium logo placement on back of t-shirt
- Advertisement in every adoption folder in 2016 — over 3,000
- Premium location of 15x15 tent at event provided by Delco SPCA
- Premium location of one 8-foot table and two chairs at event
- Facebook, Twitter and Instagram post tagging your business' social media platform
- Premium logo placement on flyers
- Logo and website link on delcospca.org and e-blast to 20,000+ subscribers
- Opportunity to display 3 corporate banners at start/finish areas
- Logo placement on 5K mile-markers
- Logo placement in event program video
- Recognition and mention during announcements
- Acknowledgment in media and press releases
- 10 race entries

German Shepherd Sponsor: \$2,500 donation

As a German Shepherd Sponsor, you will receive:

- Premium logo placement on back of t-shirt
- Prime location of 10x10 tent at event provided by Delco SPCA
- Prime location of one 8-foot table and two chairs at event
- Facebook, Twitter and Instagram post tagging your business' social media platform
- Premium logo placement on flyers
- Logo and website link on delcospca.org and e-blast to 20,000+ subscribers
- Opportunity to display 1 corporate banner at start or finish area
- Logo placement on 5K mile-markers
- Logo placement in event program video
- Recognition and mention during announcements
- Acknowledgment in media and press releases
- 5 race entries

Golden Retriever Sponsor: \$1,500 donation

As a Golden Retriever Sponsor, you will receive:

- Logo placement on back of t-shirt
- Prime location of 10x10 tent at event provided by Delco SPCA
- Prime location of one 8-foot table and two chairs at event
- Twitter and Instagram post tagging your business' social media platform
- Prime logo placement on flyers
- Logo and website link on delcospca.org and e-blast to 20,000+ subscribers
- Logo placement on 5K mile-markers
- Logo placement in event program video
- Recognition and mention during announcements
- Acknowledgment in media and press releases
- 3 race entries

Pug Sponsor: \$1,000 donation

As a Pug Sponsor, you will receive:

- Logo placement on back of t-shirt
- Twitter and Instagram post tagging your business' social media platform
- Prime location of one 8-foot table and two chairs at event
- Logo placement on flyers
- Logo and website link on delcospca.org and e-blast to 20,000+ subscribers
- Logo placement on event program video
- Recognition and mention during announcements
- Acknowledgment in media and press releases
- 2 race entries

Precious Paws Sponsor: \$500 donation

As a Precious Paws Sponsor, you will receive:

- Prime location of one 8-foot table and two chairs at event
- Logo placement on flyers
- Logo and website link on delcospca.org
- 1 race entry



Bark in the Park Dog Walk/5K Run & Fall Festival Sponsorship Opportunities

In-Kind Needs

In-kind sponsorship is the donation of non-cash goods or services to our organization. This type of donation is often made by businesses that have assets that would be useful to the recipient. Because a business produces or acquires its assets at less than retail, it can donate them at a lower effective cost than if they were to be bought and sold, yet receive tax benefits for fair market value of the donated good or service.

Being a 501(c)3 non-profit organization, all sponsorships and donations to the Delco SPCA are tax-deductible, and you will receive a receipt for your generosity. In-kind sponsorships will be granted on a first come, first serve basis.

WANTED GOODS & SERVICES	QUANTITY	EST. VALUE	LOGO SPACE
Race T-shirts	300	\$1,500-\$2,500	Right Arm
Race Sweatshirt	150	\$1,500-2,500	Right Arm
Volunteer T-shirts	50	\$500	Right Arm
Staff T-shirts	15	\$150	Right Arm
Water Bottles	350	\$450	Back Side
Finisher Gifts	500	\$650	Sticker Attached
Signage Printing - Banners, Mile Markers	TBD	TBD	Bottom Right Corner
Poster Printing	150	150	Bottom
Band to Play at Event	1	250	Verbal Recognition
Balloon Animal Artist	1	200	Verbal Recognition
Tents & Event Rentals	TBD	TBD	Verbal Recognition
Audio Equipment Rentals	TBD	TBD	Verbal Recognition
Nutritional Snacks - Power/Luna Bars, Sports Gell	350	\$150	Sticker Attached
Diposable Water Bottles	350	\$150	Sticker Attached
Face Painting	1	200	Verbal Recognition
Health & Wellness Tent	1	\$500	Signage
Chair Massage	1	\$150	Signage
Cinch Sac	200	\$500	Tag Attached



Bark in the Park Dog Walk/5K Run & Fall Festival Sponsor Form



Company name: _____

Contact name: _____ Title: _____

Phone: _____ E-mail: _____

Street address: _____

City: _____ State: _____ Zip: _____

Logo is due upon confirmation of sponsorship level and can be emailed to jcalgiano@delcospca.org.

Payment is due by Wednesday, October 7th. Payment can be in the form of credit card or check, which can be made out to Delco SPCA. Cash can be dropped off at the address below.

Please check the box next to your desired sponsorship package:

- Saint Bernard \$5,000 German Shepherd \$2,500 Golden Retriever \$1,500
 Pug \$1,000 Precious Paws \$500

We cannot sponsor at this time; enclosed is a tax-deductible contribution of \$ _____.

Credit card type (please check one): ___ VISA ___ MC ___ Discover ___ AMEX

Card number: _____

Expiration date: _____

Please mail this form along with payment to:

**Delco SPCA
C/O Justina Calgiano
Director of Special Events
555 Sandy Bank Road, Media, PA 19063**



Questions? Please contact jcalgiano@delcospca.org or 610-566-1370 x231

DELCO SPCA BARK IN THE PARK Dog Walk/5K Run – October 24th, 2015 – Rose Tree Park in Media, PA