



Sponsorship Proposal



Saturday, October 25th

Rain date: Sunday, October 26th

Rose Tree Park

1671 N. Providence Rd., Media, PA



All proceeds benefit the Delaware County 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 25th, 2014, at the scenic Rose Tree Park in Media, PA

Why:

To support the Delco SPCA's lifesaving mission. In its third year as a lifesaving organization and 103rd 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:

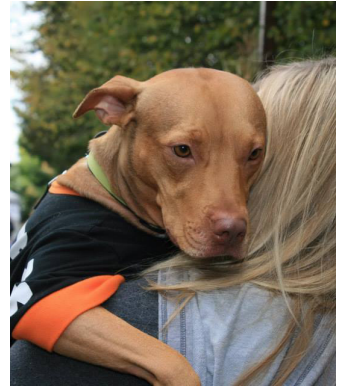
- An estimate 5,000 attendees throughout the course of the day
- Over \$70,000 raised for the Delco SPCA's lifesaving mission
- Dogs and cats available for adoption on-hand, ready to meet potential adopters
- Companies that have supported the event have reported increased business thanks to attendees 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 2013, the Delco SPCA adopted 3,272 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 drastically subsidized cat spay and neuter days multiple times a year 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 Riggie 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 Bark in the Park Dog Walk/5K Run runs from 10am-12pm and the Fall Festival from 12-4pm. Sponsors tables should be set up by 11:30am. Attendance is expected to exceed 5,000 people.

Saint Bernard Sponsor: \$5,000 donation

As a Saint Bernard Sponsor, you will receive:

- ★ **NEW!** 10 race entries
- ★ **NEW!** Logo placement on back of runners' technical t-shirts (100 printed)
- ★ **NEW!** Opportunity to display up to 3 corporate banners at the start/finish area
- ★ **NEW!** Facebook, Twitter and Instagram post tagging your organization's social media platforms (30,000+ fans total)
- 15x15 tent at event provided by Delco SPCA
- Premium logo placement on back of Walk t-shirt
- Advertisement in every adoption folder in 2015 — approximately 3,600
- Paw print kennel sponsorship plaque displaying company name on cat or dog kennel for 2015
- Premium logo placement on flyers, map & delcospca.org
- Recognition and mention during program
- Acknowledgment in media and press releases
- Acknowledgment in Annual Report

German Shepherd Sponsor: \$2,500 donation

As a German Shepherd Sponsor, you will receive:

- ★ **NEW!** 5 race entries
- ★ **NEW!** Logo placement on back of runners' technical t-shirts (100 printed)
- ★ **NEW!** Opportunity to display up to 2 corporate banners at the start/finish area
- ★ **NEW!** Facebook, Twitter and Instagram post tagging your organization's social media platforms (30,000+ fans total)
- 10x10 tent at event provided by Delco SPCA
- Premium logo placement on back of Walk t-shirt
- Paw print kennel sponsorship plaque displaying company name on cat or dog kennel for 2015
- Logo placement on flyers, map and delcospca.org
- Recognition and mention during program
- Acknowledgment in media and press releases
- Acknowledgment in Annual Report

Golden Retriever Sponsor: \$1,500 donation

As a Golden Retriever Sponsor, you will receive:

- ★ **NEW!** 3 race entries
- ★ **NEW!** Logo placement on back of runners' technical t-shirts (100 printed)
- ★ **NEW!** Opportunity to display up to 1 corporate banner at the start/finish area
- ★ **NEW!** Thank you Twitter and Instagram post tagging your organization's social media platforms (@delcospca - 5,000 followers)
- 10x10 tent at event provided by Delco SPCA
- Logo placement on back of Walk t-shirt
- Logo placement on flyers, map and delcospca.org
- Recognition and mention during program
- Acknowledgment in media and press releases
- Acknowledgment in Annual Report

Pug Sponsor: \$1,000 donation

As a Pug Sponsor, you will receive:

- ★ **NEW!** 2 race entries
- ★ **NEW!** Logo placement on back of runners' technical t-shirts (100 printed)
- ★ **NEW!** Thank you Twitter and Instagram post tagging your organization's social media platforms (@delcospca - 5,000 followers)
- 10x10 tent at event provided by Delco SPCA
- One 8-foot table and two chairs at event
- Logo placement on back of Walk t-shirt
- Logo placement on flyers, map and delcospca.org
- Recognition and mention during program
- Acknowledgment in Annual Report

Precious Paws Sponsor: \$500 donation

As a Precious Paws Sponsor, you will receive:

- ★ **NEW!** 1 race entry
- One 8-foot table and two chairs at event
- Logo placement on flyers, map and delcospca.org
- Acknowledgment in Annual Report

Vendor: \$125 donation

As a Vendor Sponsor, you will receive:

- One 8-foot table and two chairs at event
- Listing on event map
- Acknowledgment in Annual Report



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: _____

For Precious Paws and higher sponsorship levels, logo is due upon confirmation of sponsorship level and can be emailed to jcalgiano@delcospca.org.

Payment is due by Wednesday, October 8th. Payment can be in the form of credit card or check, which can be made out to Delaware County 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

☐ Vendor \$125

☐ 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:

Delaware County SPCA

C/O Justina Calgiano

Director of Community Relations

555 Sandy Bank Road, Media PA, 19063

