

Join US for The Animal Shelter Inc. of Sterling's
1st Annual Whisker Walk - a Multi-Organizational Walk for Our Furry Four-Footed Friends
Sponsor & Vendor Information
Signups will end May 1st no exceptions!

Join US – for the 1st Annual Multi-Organizational Dog Walk-a-thon for Our Furry Four-Footed Friends

What Is It? A fun day for dogs and the humans that care for them (PLUS a dog walk-a-thon fundraiser for multiple animal shelters and rescue groups throughout New England). Multiple non profit animal rescue groups and any/all pet related vendors/manufacturers will come together for the first of its kind “event not to be missed” for pet lovers. Pet owners and animal lovers WALK to lend a paw for the shelters / rescues they love – as well as come to see exhibits, demonstrations, educational programs, special attractions, product giveaways, entertainment, food, fun and things for adults and kids to see, do and buy – both human and pet related!

Date: Sunday, June 8th 2008

Event hrs: Set up starting at 7 a.m. set up must be complete by 9 a.m.
Event opens to the public at 9 a.m. – 4 p.m.
Walk starts at noon.

Where: Lancaster Fairground – Home of the Bolton Fair, Rt. 117 in Lancaster, MA.
Centrally located — just minutes from Rt. 2, Rt. 190, 495 and only 20 minutes from Worcester and 30 miles from Boston! [Click here for door to door directions.](#) 50+ acres of flat, shaded paths (handicapped accessible) the grounds are enormous and beautiful (pictures below).

The Whisker Walk will be the ONLY pet event / dog walk of its kind ANYWHERE!
Multiple organizations team up for the FIRST EVER joint fundraiser!

*If you care for pets (with or without fur) and your company relates to pets in any way shape or form
then you **MUST** participate in this event!*

The Whisker Walk will offer pet product manufacturers, retailers and distributors a unique opportunity to establish and strengthen their brand and public image. This event offers a great opportunity to educate attendees and receive feedback from your target market! The potential for reaching huge numbers of pet owners in today's ever-changing marketplace will make the Whisker Walk a cost effective sales and marketing tool available.

Whisker Walk Mission

The primary purpose of the Whisker Walk is to raise money and awareness for multiple animal shelters and rescue groups (and their pets / programs) throughout New England. The Whisker Walk is all about families and their pets and to promote responsible pet ownership / care and education.

Each organization that participates will have a booth and ability to do their own part of the fundraising walk – and/or can participate as much or little as they wish – they are *NOT required to participate in the actual walk*. The groups will share as a collaboration of multiple animal charities all on one property to educate the community about their programs.

It's a unique twist on a walk-a-thon and an event that's never been done before! A great forum for a public relations campaign encouraging the general public to adopt a homeless pet from one of their local shelters / rescues and of course, to show-off the wonderful canines that we've all adopted out.

Caring for hundreds of thousands of neglected and abandoned animals each year is an expensive endeavor and our shelters and programs are growing yearly throughout New England, as is the demand for all of our rescue and animal sheltering services. Since our shelters are NOT funded by the city/state or government every penny really counts! *Our New England shelters and rescues count on events such as this to help continue our mission to help the animals of our community and beyond.*

THANK YOU for your support!

The Whisker Walk will fetch companies and organizations from all areas of the companion animal world, including manufacturers, distributors, retailers, hobbyists, pet clubs, veterinarians, animal care professionals, and agility / training organizations in order to provide the pet loving public consumers with the most comprehensive and exciting event possible. If you sell pet products or services, you owe it to your business to be there. You can reach a multitude of pet owners. The investment you make for this one day show will be paid back to your business many times over!

The Whisker Walk will be promoted to all media outlets including TV/radio/newspapers/magazines. Being the “first of its kind” – multi-organizational event - we hope this event will generate buzz in the media. Coming together on one day to help animals will surely stand out as a wonderful story!

RADIO – We have several on-air radio personalities who have adopted our shelter pets and are currently working with them to promote the Whisker Walk. Our shelter friend, supporter and adopter, Jen Carter, from WXLO 104.5 fm radio station has tentatively agreed to be our radio personality to kick off the Walk!

TELEVISION/CABLE/ NEWSPAPERS – Press releases will be blitzed to all media outlets each month starting several months before the event and weekly – the month prior to the event. We hope to target weekend planners, families and pet lovers and for inclusion in community calendars and Events section of newspapers throughout New England.

PUBLICITY/NEWS COVERAGE – Marketing to the media as a FIRST OF ITS KIND event. Numerous press releases and special invitations to members of the press generating coverage of the show will be blitzed to our media partners including TV/radio/newspapers – and to those in the media who have supported and promoted our animal shelter stories and events.

ADVERTISING – Marketing collateral distributed throughout New England and to any/all of our sponsors.

FUNDRAISING CAMPAIGN / PROMOTION – Through a fundraising based website www.firstgiving.com this event will spread far and wide thanks to our supporters, friends of the shelter and animal lovers. This website allows anyone participating in, attending the event or just promoting the event to create an online fundraising page using a simple template to be sent to friends, family, co-workers, and animal lovers. Should you choose to be a higher level sponsor, your logo will be part of the WebPages! You have the potential to reach thousands of your target market through this alone – all animal loving pet owners will see your sponsorship for the homeless pets in our care.

WEB LINKS/DIRECT EMAIL - Web links to the event from event participants websites. Inclusion of event details emailed to database lists hitting over 100,000 pet lovers.

GUERRILLA MARKETING - Potential for everything just short of dropping flyers from helicopters - posters and flyers in stores and businesses- we'll try almost anything!

Animal Shelter Inc. of Sterling

1st Annual Whisker Walk - a Multi-Organizational Walk for Our Furry Four-Footed Friends Sponsor Levels

Sunday June 8th 2008 Lancaster Fairground, Lancaster MA

Your financial support helps to provide food, shelter and medical care such as spay or neuter surgeries, important vaccinations, compassionate staff and a safe place to stay until our pets are adopted to their forever families.

Top Dog \$10,000 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Logo/Name on directional Signs along the Walk and/or Water station signs
- Participate in Ribbon Cutting at Walk Start
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space

- **Event Judging/Recognition:** The opportunity to judge one major event happening throughout the day
- Recognition in any TV, radio, print media collateral, publicity and any other marketing
- Your company business samples and/or literature passed out to all visitors and participants (you must supply)
- Your logo on all t-shirts for participants and volunteers / staff
- Your logo on MASTER fundraising website as sponsor which will be used and created for participants on www.firstgiving.com
- Live mentions throughout the event
- Your logo and website link Inclusion in all Whisker Walk Email Blasts and Newsletters to participants and fundraisers

Leader of the Pack \$5,000 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- Recognition in any TV, radio, print media collateral, publicity and any other marketing
- Your company business samples and/or literature passed out to all visitors and participants (you must supply)
- Your logo on all t-shirts for participants and volunteers / staff
- Your logo on MASTER fundraising website as sponsor which will be used and created for participants on www.firstgiving.com
- Your logo and website link Inclusion in all Whisker Walk Email Blasts and Newsletters to participants and fundraisers

Dog's Best Friend \$2,500 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- Your logo on all t-shirts for participants and volunteers / staff

Dynamic Dog \$1,000 Benefits to your organization:

- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- Your logo on all t-shirts for participants and volunteers / staff

Best Friend \$250 Benefits to your organization:

- Free booth space

*** Deadline is May 1st, 2008 for inclusion in the program**

A Great Cause YOUR Company Can Support

So you might have a scheduling conflict or are too far away to actually display at the Whisker Walk but wish to help... we have an optional

SILENT VENDOR sponsorship level

Please feel free to donate money, products or supplies with an estimated cost and we will be happy to send you a tax-deductible donation form for your tax purposes.

IN KIND sponsorship level

If your business or company has products or services they can offer to help our event run more smoothly we would be happy to accept them in exchange for including your business in our marketing collateral!

Any items can be mailed to:

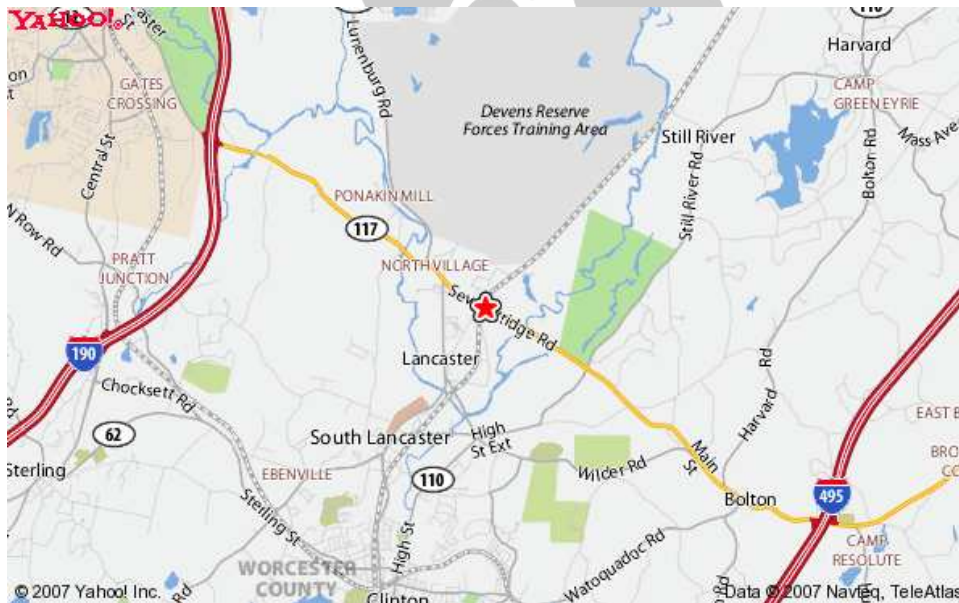
**Animal Shelter Inc
17 Laurelwood Road
Sterling MA 01564
Attention: Whisker Walk - Leigh Grady**

**Or email us at leigh13@ix.netcom.com
Call 978 422 8585
Fax 978 563 1039**

Rest assured that though your company may not have a physical presence at the event, we will be happy to promote YOU those who will pass through our gates! Shipping arrangements can be made with Leigh Grady leigh13@ix.netcom.com

Please fill out form on following pages with all your info on sponsor levels - We look forward to your participation and thank you for your support!

Below is a map for your reference



**1st Annual Whisker Walk - a Multi-Organizational Walk for Our Furry Four-Footed Friends
Vendor Commitment Form**

We would love to support the Whisker Walk and become a:

\$10,000 Top Dog \$5,000 Leader of the Pack \$2,500 Dog's Best Friend
 \$1,000 Dynamic Dog \$250 Best Friend

My logo for printing (levels \$1,000 or more): please email jpeg file to leigh13@ix.netcom.com

YES, we are also interested in donating a Prize Giveaway item! We encourage each vendor to donate one item.

Value \$ _____

Company Name: _____

Name to appear in publications: _____

Address: _____

City/State/Zip: _____

Contact: _____ Phone: _____

E-mail: _____

Check Enclosed _____ (Make checks payable to Animal Shelter Inc) Pledge \$ _____

Credit Card (MasterCard/Discover/Visa) Number: _____

Expiration Date: _____ Amount: \$ _____

Signature: _____

Don't miss the opportunity to be a part of one of Central New England's ONLY Dog Walks

Please mail or fax this form to:
Leigh Grady
Executive Director
Animal Shelter Inc.
17 Laurelwood Rd Sterling MA 01564
978 422 8585 phone
978 563 1039 fax
leigh13@ix.netcom.com



Pictures of the Lancaster Fairgrounds... 50+ acres of doggy heaven with a POND!

