

# Partnership Opportunities

## 2nd Annual Bark For Life of Western Berks

Western Berks/Liberty Fire Company Grounds  
Ruth & Ralph Streets, Sinking Spring PA  
April 27, 2013 9am - 12 pm



AMERICAN CANCER SOCIETY  
**BARK FOR LIFE™**  
A CANINE EVENT TO FIGHT CANCER



## **Bark For Life: A Great Way to Give Back to our Community!**

The American Cancer Society's *Bark For Life* (BFL) is a non-competitive, family friendly event that honors the care-giving qualities of our canine "best friends." It presents an opportunity for people to be empowered through their canine companions and contribute to cancer cures through the mission of the American Cancer Society.

At our 2012 Bark For Life, over 500 people & their dogs enjoyed games, music, food and demonstrations by special dog guests such as the Spring Township & Exeter K-9 units. They shopped at over a dozen pet friendly vendors and entered fun doggy contests. A great time was had by all! Thanks to the generosity of our community, we raised over \$5,000 at our inaugural event! Planning for our 2013 event has already begun and we hope you will join us!

There are many ways to get involved. As a sponsor, your business can play a significant role in making our 2nd Annual *Bark For Life* a success while providing increased name recognition for your company. By partnering with American Cancer Society you will build your reputation as an organization that cares about fighting cancer. A variety of sponsorship levels are available and the benefits of each are outlined on the next page.

In addition to sponsorship opportunities, pet friendly, for-profit businesses can also sell goods and services on-site as a Bark For Life vendor (see enclosed Vendor Application & Information.)

Another great way to get involved is to form a Bark For Life team! Encourage friends and patrons of your business to join your team to raise awareness and funds for the American Cancer Society! Now through March 31, 2013, registration is just \$10/dog! Visit [www.relayforlife.org/barkwesternberkspa](http://www.relayforlife.org/barkwesternberkspa). Prizes will be awarded to the top teams & dogs!

No matter how you choose to get involved, we know participation in the Bark For Life of Western Berks will be a rewarding experience for your business. We look forward to working with you!! If I can answer any questions - please don't hesitate to call or email!

*Deb Musser*

Deb Musser  
Volunteer Coordinator  
Bark For Life of Western Berks  
debbie\_musser@comcast.net  
610-698-2310

p.s. Kindly display the enclosed poster in a prominent area of your business and help us raise awareness about the 2013 Bark For Life of Western Berks - THANK YOU!!!



## **Sponsorship Opportunities**

### **\$1,000 Top Dog Golden Paw Sponsor**

- Recognition of your company in Bark For Life promotional brochures/posters (to secure benefit, paid sponsorship due by 2/15/13)
- Company logo in the day of event Bark For Life program flyer
- Company logo on the back of the event t-shirt for the Relay For Life of Western Berks (June 14th & 15th 2013), approximate distribution 750
- Company supplied banner displayed at both the Bark For Life and Relay For Life of Western Berks events.
- Full page ad (5" x 8" size) in the Relay For Life of Western Berks Program Book
- Complimentary registration fee for sponsor's Bark For Life team (up to 15 dogs)
- Complimentary vendor space at the Bark For Life
- Recognition in Bark For Life 'Thank-You' press release
- Recognition by the Master of Ceremonies during the event
- Company logo on the Bark For Life of Western Berks website
- Company logo on the Relay For Life of Western Berks website

### **\$500 Silver Paw Sponsor**

- Your business logo and company supplied information at the event water stations
- Name of business in the day of event Bark For Life program flyer
- Company supplied banner displayed at Bark For Life
- Half page ad (5" x 4" size) in Relay For Life of Western Berks Program Book
- Complimentary registration fee for sponsor's Bark For Life team (up to 15 dogs)
- Complimentary vendor space at the Bark For Life
- Recognition by the Master of Ceremonies during the event
- Company logo on the Bark For Life of Western Berks website
- Company logo on the Relay For Life of Western Berks website

### **\$250 Bronze Paw**

- Complimentary vendor space at the Bark For Life
- Recognition by the Master of Ceremonies during the event
- Name of business in the day of event Bark For Life program flyer
- Company logo on Bark For Life of Western Berks website

**All contributions are tax-deductible and benefit the Berks Unit of the American Cancer Society.**



# 2013 Bark For Life Sponsorship Agreement

Partnership with the Berks Unit of the American Cancer Society presents a unique opportunity to not only reach a wide cross-section of people who are active in the community but to contribute to the fight against cancer. Your partnership is supporting our goal of diminishing suffering from cancer and raising awareness of cancer prevention until a cure is found.

Your partnership also signifies an alliance with the Berks County office of the largest voluntary health organization in the world. The American Cancer Society is committed to helping people win the battle against cancer - your support of this effort is crucial to our success and the health of our community.

Please submit completed agreement and logo by February 15, 2013 in order to guarantee placement in all printed materials as outlined on benefits page. Sponsorships will be accepted after this date but all benefits may not be available due to printing deadlines.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Level (circle choice):

**Top Dog/Golden Paw \$1,000**

**Silver Paw \$500**

**Bronze Paw \$250**

I acknowledge that I am committing to promote the Bark For Life event to my patrons. Any donations collected on behalf of the American Cancer Society's Bark For Life must be turned in no later than the day of the event.

\_\_\_\_\_  
Signature of Business Representative

\_\_\_\_\_  
Date

Make checks payable to the American Cancer Society. Please return this form to: American Cancer Society – Berks Unit, 498 Bellevue Ave, Reading, PA 19605 or fax to 610.921.9521.

Credit Cards (Visa, MasterCard, American Express or Discover) are also accepted. Contact the Berks Office for processing at 610.921.2329.

*Disclaimer: Due to printing deadlines, Sponsorship Agreements along with company logos must be received by the American Cancer Society no later than February 15, 2013 to guarantee all benefits.*

For Office Use only:	
Payment Received Date:	
Logo Received Date:	
BFL Team to Credit:	
BFL Participant to Credit:	



# FOR PROFIT VENDOR APPLICATION & INFORMATION (Applications due April 12th, 2013)

At the Bark For Life of Western Berks, for-profit pet-related vendors & service providers have an opportunity to help raise money for the American Cancer Society's mission.

- The cost of a vendor space is \$75.00 (tax deductible donation)
- If you register a Bark For Life team (with at least 5 dogs) at [relayforlife.org/barkwesternberkspa](http://relayforlife.org/barkwesternberkspa) , cost of vendor space is reduced to \$25
- All vendors are requested to provide a minimum \$25 (retail value) in-kind donation that can be used by event as prizes or Chinese Auction item.
- Vendors must agree to promote the Bark event at their place of business (posters provided). Any donations collected on behalf of Bark For Life must be turned in no later than 4-27-13.
- Vendor space is a minimum of 10 feet x 15 feet with 10 feet as the "storefront." Final sizes will be determined closer to the event.
- Pop up/EZ Up tents are not provided and vendors are encouraged to bring their own.
- Vendors should be set-up and ready to go by 8:15 am the day of the event and agree to stay until the end of the event, approximately 12 pm.
- Tables, chairs and all supplies must be supplied by the vendor.
- Vendors will be assigned a space at random.
- No promotional benefits in printed materials are guaranteed to vendors.
- Vendors are responsible for collecting applicable sales tax for any on-site sales.



**FOR-PROFIT VENDORS**, Make checks payable to the American Cancer Society. Please return this form to: American Cancer Society – Berks Unit, 498 Bellevue Ave, Reading, PA 19605 or fax to 610.921.9521.

Business Name: \_\_\_\_\_

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

Address, City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Service/Product you will sell/promote at Bark For Life: \_\_\_\_\_

Donated In-Kind Item(s) and Retail Value: \_\_\_\_\_

I acknowledge that I am committing to promote the Bark For Life event to my patrons. Any donations collected on behalf of the American Cancer Society's Bark For Life must be turned in no later than the day of the event.

\_\_\_\_\_  
Signature of Business Representative

\_\_\_\_\_  
Date

**Office Use Only:**

<b>BFL Team to Credit:</b>		<b>BFL Participant to Credit:</b>	
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