

Sponsorship Opportunities

**1st Annual
Bark For Life of Western Berks
Sinking Spring Fire Company Grounds
Ruth & Ralph Streets, Sinking Spring PA
April 28, 2012 9am - 1pm**



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



Bark For Life: A Great Way to Get Involved

The American Cancer Society *Bark For Life* (BFL) is a fundraising 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 Bark For Life, families and their dogs come together for a few hours to celebrate cancer survivorship (human and canine), to honor those that have been lost to cancer, and to fight back against a disease that takes too much. The event is filled with family friendly activities, music, food and demonstrations by special dog guests such as canine units and therapy dogs. The dogs wagging tails make the Bark a happy and meaningful community event to support the mission of the American Cancer Society.

As a sponsor, your business can play a significant role in making our 1st Annual *Bark For Life* a success. By partnering with Bark For Life, you will let the community know that you are associated with the American Cancer Society. Sponsorship provides increased name recognition for your company amongst dog lovers in our community and 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 Vendor Application & Information) on the last page.

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 and we look forward to working with you!!

Deb Musser
Volunteer Coordinator
Bark For Life of Western Berks



Sponsorship Opportunities

\$1,000 Top Dog Golden Paw Sponsor

- Recognition of your company in Bark For Life promotional brochure & day of event program flyer
- Company logo on the back of the event t-shirt for the Relay For Life of Western Berks (June 8th & 9th 2012)
- 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
- Recognition in Bark For Life 'Thank-You' press release
- Promotional vendor space at the Bark For Life (NOTE: if you desire to sell pet related goods and services from this booth, we request that you donate 25% of proceeds to Bark For Life, see complete rules in Vendor Application & Agreement)
- Recognition by the Master of Ceremonies during the event
- Name of business in day of event program flyer
- Company logo on Relay For Life of Western Berks website

\$500 Silver Paw Sponsor

- Your business logo and company supplied information at the event water stations
- Half page ad (5" x 4" size) in Relay For Life of Western Berks Program Book
- Promotional vendor space at the Bark For Life
- Recognition by the Master of Ceremonies during the event
- Name of business in day of event program flyer
- Company logo on Relay For Life of Western Berks website

\$250 Bronze Paw

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

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



2012 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 April 13, 2012 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. Please note, a sponsorship check need not accompany the signed partnership agreement to secure benefits, but payment is due prior to the Bark For Life on April 28, 2012.

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____ Email: _____

Sponsorship Level (circle choice):

Top Dog/Golden Paw \$1,000

Silver Paw \$500

Bronze Paw \$250

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 April 13, 2012 to guarantee benefit.

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



VENDOR APPLICATION & INFORMATION (Applications due April 13th, 2012)

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.

- A vendor space is \$50.00
- For-profit vendors are required to donate 25% of their net proceeds from on-site sales.
- Vendors must agree to promote the Bark event at their place of business (posters provided)
- 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 must be set-up and ready to go by 8:30am the day of the event and agree to stay until the end of the event, approximately 1 pm.
- Tables, chairs and all supplies must be supplied by the vendor.
- Vendors will be assigned a space at random.



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 offer and cost: _____

I acknowledge that a minimum of 25% of our net proceeds raised at the Bark For Life of Western Berks will be donated to the American Cancer Society. I will turn in all donated money at the conclusion of the Bark For Life event. I also acknowledge I am committing to promote the Bark For Life event to my patrons prior to the event.

Signature of Business Representative

Date

Office Use Only:

RFL Team to Credit:		RFL Participant to Credit:	
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