



FRIENDS
— of the —
ANIMAL CENTER
FOUNDATION

2019 Event Sponsorship Opportunities

Businesses looking for creative and engaging ways to make a difference in the Johnson County Community are invited to partner with Friends of the Animal Center Foundation (FACF) through event sponsorships. Sponsors would support the growing number of successful events that fund the services and programs at the Iowa City Animal Center. This is an opportunity to support a local, established Iowa City area nonprofit and a popular cause.

Why partner with FACF?

- FACF is proud to offer multiple sponsorship opportunities to accommodate your budget and marketing needs
- Sponsoring shows that your business supports the work we do for local animal welfare
- Event marketing increases exposure through the event itself and marketing efforts such as social media, press releases, flyers, and materials distributed throughout the event.
- Attendance increases face-to-face time with community members supporting our cause

How does your support help?

Your support helps FACF raise funds to support and expand the animal care services and programs at the Iowa City Animal Center. Sponsorships help us to cover event expenses and increase the impact of our fundraisers.

Opportunities:

Spring Trivia - ~~\$500~~, \$250

Mac & Cheese Cook-off - ~~\$300~~, \$200, \$100

Paws for a Cause - ~~\$5000~~, \$2500, \$1000, \$500, \$50

Doggie Health Fair - \$300

Pawject Runway - ~~\$2000~~, \$1000, \$500, \$250

Fall Trivia - ~~\$500~~, \$250

Please inquire about in-kind opportunities: christina@facf.org

Spring Trivia – April 4, 2019

SOLD OUT \$500 – Main Sponsor

- Full recognition as event sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Company logo on event welcome sign
- Company logo on team roster sheets
- Verbal recognition at the event
- Opportunity to add to the prize packets

SOLD OUT Beverage Sponsor \$250

- Recognition as beverage sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Company logo on welcome sign
- Company logo on bar menu
- Verbal recognition at the event

Mac & Cheese Cook-off – April 28, 2019

SOLD OUT Platinum Pooch Sponsor \$300

- Exclusive recognized as Platinum Pooch Sponsor on all marketing materials, including press releases, flyers, media coverage, website announcements, and social media
- Most prominent logo on event welcome sign and promotional materials
- Opportunity to display company banner at Event Registration (sponsor must provide)
- Your promotional items (coupons, flyers, giveaways) included in prize options
- Sponsorship featured in event article in Summer Newsletter and June eNewsletter

Cool Cats Sponsor \$200

- Recognition as Cool Cat Sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Company logo displayed on welcome sign and promotional materials
- Your promotional items (coupons, flyers, giveaways) included in prizes/giveaways

Happy Hound Sponsor \$100

- Recognized as Happy Hound Sponsor on marketing materials, including press releases, media coverage, website announcements, and social media
- Your promotional items (coupons, flyers, giveaways) included in prizes/giveaways

Paws for a Cause – June 8, 2019

SOLD OUT Top Dog “Presenting Sponsor” \$5000 (limit one sponsorship)

- Exclusive visibility as Presenting Sponsor on all marketing materials, including press releases, flyers, media coverage, website announcements, and social media
- Most prominent logo on event welcome signs and an opportunity to display company banner at Event Registration (sponsor must provide banner)
- Public acknowledgement throughout the event by emcee
- Your promotional items (coupons, flyers, giveaways) included in the gift bags – 100 count
- (2) Complimentary trail signs AND complimentary vendor table in prime location
- Sponsorship story featured in Summer Newsletter and July eNewsletter

Gold Bone Sponsor \$2500

- Full recognition as Gold Bone Sponsor on all marketing materials, including press releases, media coverage, website announcements, and social media
- Company logo in Gold Bone Sponsor section of event welcome sign
- Your promotional items (coupons, flyers, giveaways) included in the gift bags – 100 count
- Complimentary trail sign
- Complimentary vendor table

Silver Bone Sponsor \$1000

- Full recognition as Silver Bone Sponsor on all marketing materials, including press releases, media coverage, website announcements, and social media
- Company logo in Silver Bone Sponsor section of event welcome sign
- Your promotional items (coupons flyers, giveaways) included in the gift bags – 100 count
- Complimentary vendor table

Bronze Bone Sponsor \$500

- Full recognition as Bronze Bone Sponsor on all marketing materials, including press releases, media coverage, website announcements, and social media
- Company logo in Bronze Bone Sponsor section of event welcome sign
- Your promotional items (coupons, flyers, giveaways) included in the gift bags – 100 count

Trail Sign \$50

- 18” x 24” trail sign featuring your logo, message (10 words or less) or photo to be posted in dog area

Vendor Table \$50 *(\$0 for nonprofit organizations)

- Showcase your business in a 10’ x 10’ space
- Company name displayed on vendor BINGO card distributed to all attendees
- Please provide your own canopy, table, and chairs (add \$25 for each table + 2 chairs rental)

Doggie Health Fair – September 29, 2019

Healthy Paws Sponsor \$300

- Full recognition as sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Logo visibility at the entrance of each dog park (Thornberry & Rita's Ranch)
- Company logo on event welcome sign
- Your promotional items (coupons, flyers, giveaways) included in the complimentary goodie bag – 100 count

Dog Health Related Vendor Table \$25 *(\$0 for nonprofit organizations)

- Showcase your business or services that relate to dog health or lifestyle in a 10' x 10' space
- Please provide your own canopy, table, and chairs

Pawject Runway – October 17, 2019

~~SOLD OUT~~ Title Sponsor \$2,000 (limit one sponsorship)

- Our exclusive “Presented By” Title Sponsorship
- You will receive full recognition as the Title Sponsor, including all press releases, event materials, event giveaways, flyers, media coverage, website announcements and social media
- Your logo will also be the most prominently featured on the event welcome sign
- Your logo will appear on the event program
- You will have the opportunity to be a judge
- You will get verbal recognition at the beginning and end of the show
- You will have the option to display your company banner at the event
- You will receive 4 tickets and reserved seating in the front row on the runway

Proud Pup \$1,000

- You will receive recognition as a Proud Pup Sponsor, including all press releases, event materials, media coverage, website announcements and social media
- Your logo will be importantly featured on the event welcome sign
- You will receive 4 tickets and reserved seating in the front row on the runway

Helping Paw \$500

- You will receive recognition as a Helping Paw Sponsor, including all press releases, event materials, website announcements and social media
- Your logo will be featured on the event welcome sign
- You will receive 2 tickets and reserved seating in the front row on the runway

Bow Wow Sponsor \$250

- You will receive recognition as a Bow Wow Sponsor, including website announcements and social media
- Your logo will be featured on the event welcome sign
- You will receive 2 tickets

Fall Trivia – September 12, 2019

SOLD OUT \$500—Main Sponsor

- Full recognition as event sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Company logo on event welcome sign
- Company logo on team roster sheets
- Verbal recognition at the event
- Opportunity to add to the prize packets

SOLD OUT Beverage Sponsor \$250

- Recognition as beverage sponsor on all marketing materials, including press releases, media coverage, flyers, website announcements, and social media
- Company logo on welcome sign
- Company logo on bar menu
- Verbal recognition at the event



2019 Event Sponsorship Form

Company Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Type:

- | | |
|---|---|
| <input type="checkbox"/> Spring Trivia \$500 SOLD OUT | <input type="checkbox"/> Paws for a Cause \$0 nonprofit vendor table |
| <input type="checkbox"/> Spring Trivia \$250 SOLD OUT | <input type="checkbox"/> Doggie Health Fair \$300 |
| <input type="checkbox"/> Mac & Cheese cook-off \$300 SOLD OUT | <input type="checkbox"/> Doggie Health Fair \$25 vendor table |
| <input type="checkbox"/> Mac & Cheese cook-off \$200 | <input type="checkbox"/> Doggie Health Fair \$0 nonprofit vendor table |
| <input type="checkbox"/> Mac & Cheese cook-off \$100 | <input type="checkbox"/> Pawject Runway \$2000 SOLD OUT |
| <input type="checkbox"/> Paws for a Cause \$5000 SOLD OUT | <input type="checkbox"/> Pawject Runway \$1000 |
| <input type="checkbox"/> Paws for a Cause \$2500 | <input type="checkbox"/> Pawject Runway \$500 |
| <input type="checkbox"/> Paws for a Cause \$1000 | <input type="checkbox"/> Pawject Runway \$250 |
| <input type="checkbox"/> Paws for a Cause \$500 | <input type="checkbox"/> Fall Trivia \$500 SOLD OUT |
| <input type="checkbox"/> Paws for a Cause \$50 trail sign | <input type="checkbox"/> Fall Trivia \$250 SOLD OUT |
| <input type="checkbox"/> Paws for a Cause \$50 vendor table | |

Payment Method: _____ Check _____ Visa _____ MasterCard

*Checks made payable to: Friends of the Animal Center Foundation

Credit Card Name (as it appears on the card): _____

Billing Address: _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

*Please return this form with payment to Christina Kimerle, Executive Director, Friends of the Animal Center Foundation, PO Box 1345, Iowa City, IA 52244.

