



## 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](mailto: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

### **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

### **Platinum Pooch Sponsor \$300**

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

