

humane
society
of charlotte



Pet Palooza

Walk, Festival & Kennelly 5K Run

Saturday, May 15, 2010
(rain date, June 5th)

Humane Society of Charlotte

Overview

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- ❖ The Humane Society of Charlotte is a private 501(c)(3) non-profit organization that receives no federal, state or local funding and relies solely on private donations and volunteers to advance its mission.
 - ❖ We placed over 1,900 cats & dogs in new homes in 2009
 - ❖ The spay/neuter clinic, which opened in 1982, has performed over 150,000 spay/neuter surgeries
 - ❖ In 2009, our clinics altered over 9,600 animals preventing millions of unwanted animal births
 - ❖ There are a 100-150 animals on site and available for adoption at any given time.
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The Need Remains Critical

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- ❖ Approximately 12,000 cats and dogs are euthanized in Mecklenburg County each year
- ❖ The number one reason for surrendering an animal is because of pet overpopulation
- ❖ An unspayed female cat and an unspayed female dog and their offspring can produce a combined 133,088 unwanted animals in just six years



Our Mission

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To provide love and hope to all animals by ensuring the humane treatment of companion animals through adoption, spay/neuter and education



Fulfilling Our Mission

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- ❖ **Prevention** of unwanted pets through spay/neuter surgeries
 - ❖ **Sheltering** homeless pets at our facility on Toomey Avenue
 - ❖ Placing animals in their new forever homes through our **adoption** program
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Pet Palooza

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The Humane Society of Charlotte's Annual Fundraising Walk, Pet Festival & New Kennelly 5K Run

Event Overview:

- ❖ One-mile walk & 5K run
- ❖ Vendor fair
- ❖ Refreshments
- ❖ Silent auction
- ❖ Fido fashion show
- ❖ Musical entertainment
- ❖ Fun for the whole family



5K Run In Memory of
Sarah "Lynn" Kennelly
1959-2009



Sponsorship Levels

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❖ Alpha Dog - \$10,000

❖ Proud Pup - \$5,000

❖ Fat Cat - \$2,500

❖ Pretty Kitty - \$1,000



Sponsorship levels and entitlements can be personalized as requested



Alpha Dog - \$10,000

Category Exclusivity (limited to one sponsor)

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Company logo prominently featured on:

- ❖ Pet Palooza webpage
- ❖ 1,000+ walker & runner t-shirts – *logo large* - (deadline 4/30/10)
- ❖ Program guide given to all attendees the day of the event
- ❖ The “all sponsors” banner prominently displayed at the event
- ❖ Your promotional item(s) in event registration “doggie bags” given to all participants
- ❖ Your company banner displayed on the Start/Finish line (banner provided by company)
- ❖ Humane Society to create three advertisement boards to be placed along walk & run route
- ❖ Humane Society to create two advertisement boards to be placed at each water stop
- ❖ Company highlighted in HSC summer newsletter (mailed to 10,000+)
- ❖ Presentation booth fee included – *in prime location at event*
- ❖ Naming right to event area of your choice (Check-In, Refreshments, T-shirts, Fun Zone or Volunteer Check-In)
- ❖ Inclusion in all media releases and promotional mentions before, during and after event



Proud Pup - \$5,000

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Company logo prominently featured on:

- ❖ Pet Palooza webpage
- ❖ 1,000+ walker & runner t-shirts – *logo medium* - (deadline 4/30/10)
- ❖ Program guide given to all attendees the day of the event
- ❖ Humane Society to create two advertisement boards to be placed along walk & run route
- ❖ Your promotional item(s) in event registration “doggie bags” given to all participants
- ❖ Humane Society to create one advertisement board to be placed at water stop
- ❖ Company highlighted in HSC summer newsletter (mailed to 10,000+)
- ❖ The “all sponsors” banner prominently displayed at the event
- ❖ Presentation booth fee included – in prime location at event
- ❖ Naming right to event area of your choice (Check-In, Refreshments, T-shirts, Fun Zone, or Volunteer Check-In)



Fat Cat - \$2,500

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Company logo prominently featured on:

- ❖ Pet Palooza webpage
- ❖ 1,000+ walker & runner t-shirts – *logo small* - (deadline 4/30/10)
- ❖ Program guide given to all attendees the day of the event
- ❖ Your promotional item(s) in event registration “doggie bags” given to all participants
- ❖ The “all sponsors” banner prominently displayed at the event
- ❖ Presentation booth fee included – in prime location at event
- ❖ Naming right to event area of your choice (Check-In, Refreshments, T-shirts, Fun Zone or Volunteer Check-In)



Pretty Kitty - \$1,000

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Past Event Sponsors

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Allied Waste

Alpha Dog Marketing

Charlotte Juniors

Concrete Supply Company

Hill's Science Diet

Karat Patch Jewelry

Long's Dry Cleaners & Launderers

Petco

Pet Health Services

Tyler 2 Construction



Sponsor Response Form

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Yes, we would like to support the Humane Society of Charlotte!

- Alpha Dog - \$10,000
- Proud Pup - \$5,000
- Fat Cat - \$2,500
- Pretty Kitty - \$1,000

Company Name _____

Company Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Mail or Fax this form to:

Humane Society of Charlotte || 2700 Toomey Avenue || Charlotte, NC 28203

Phone (704) 377-0534 Fax (704) 332-8010

