



SHELBY HUMANE SOCIETY

Sponsorship Fact Sheet

About Bark in the Park

In February 2007, representatives from the City of Alabaster invited Shelby Humane Society to join them in creating a fun event for dogs and their people. The Bark in the Park pet festival grew from this partnership. Last year the event, which was held October 3, 2009, was attended by more than 1,700 people and 400 pets. The day's festivities generated over \$15,000 to benefit the homeless pets of Shelby County.

The success of Bark in the Park's proves that people in Shelby County love to attend events with their pets and also enjoy supporting their local animal welfare agency. Because the event is so popular, the City of Alabaster and Shelby Humane Society now host the event annually.

Bark in the Park 2010 will take place in Veterans Park in Alabaster on October 2. The all day affair will feature activities for both pets and people, including: the Mutt Strut, a mile-long walk; contests; entertainment and children's activities.

Entry to Bark in the Park is free.

Shelby Humane Society's Mission and Service

Founded in 1982, Shelby Humane Society serves as the only independent open-admission animal shelter in Shelby County, Alabama. We are dedicated to caring for homeless, abused, neglected and abandoned animals. We work to educate the community and instill an increased awareness and commitment to the responsibility of animal ownership and protection. Our nonprofit shelter provides care to nearly 7,000 abandoned and unwanted pets from Shelby County every year.

Our Financial Need

Shelby Humane Society operates mainly on generous donations from the community and municipal and county contracts for animal services. We estimate the shelter's cost to provide food, shelter and medical care is \$125 per animal received. By supporting Shelby Humane Society, you will make a commitment to the welfare of companion animals in Central Alabama and help us continue to carry out our work.

Why Sponsorship is Good for Your Business

Bark in the Park is a unique opportunity to promote your business, build good will and gain valuable contact with a local audience. It shows local consumers that your business is committed to animal welfare and the creation of a more humane community in Central Alabama.

Whatever your level of support, your business will gain positive exposure by serving as a Bark in the Park sponsor. The low cost of sponsorship will have a smaller impact on your marketing budget, but a great effect on your public image. It will also benefit an organization working to provide quality care to unwanted animals.

Please consider serving as an Event Sponsor for the fourth annual Bark in the Park. If you have any questions, please contact Shelby Humane Society's Development Director Jennifer Russo at 205-669-3916 ext 25.



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Sponsorship Opportunities October 2, 2010

For each level of Bark in the Park sponsorship, Shelby Humane and the City of Alabaster will promote your business in a variety of ways. All sponsors will be entitled to a booth at the event (see details below) and will have their corporate logo placed on the Bark in the Park website and in the bi-annual newsletter.

All sponsorships are tax deductible and benefit homeless shelter pets!

Presenting Diamond Collar - \$1,000

- Mentioned as presenting sponsor in all press materials
- Prominent banner displayed on stage at event (company provides banner)
- Prominent logo placement on Mutt Strut t-shirts
- Prominent logo placement on Bark in the Park posters
- Booth at event (10x10 space, sponsor responsible for tables/chairs/tent etc)
- Five Mutt Strut registrations (includes t-shirts)
- Logo in Shelby Humane Society newsletter (distributed to over 3,100 households)
- Logo and link on Shelby Humane Society website (over 7,500 visits per month)

Gold Collar Sponsor - \$500

- Banner displayed at event (company provides banner)
- Prominent logo placement on event t-shirts
- Three Mutt Strut registrations (includes t-shirts)
- Prominent logo placement on Bark in the Park posters
- Booth at event (10x10 space, sponsor responsible for tables/chairs/tent etc)
- Logo in Shelby Humane Society newsletter (distributed to over 3,100 households)
- Logo and link on Shelby Humane Society website (over 7,500 visits per month)

Silver Collar Sponsor - \$300

- Logo placement on event t-shirts
- Two Mutt Strut registrations (includes t-shirts)
- Logo placement on Bark in the Park posters
- Booth at event (10x10 space, sponsor responsible for tables/chairs/tent etc)
- Logo in Shelby Humane Society newsletter (distributed to over 3,100 households)
- Logo and link on Shelby Humane Society website (over 7,500 visits per month)

Bronze Collar Sponsor - \$100

- One Mutt Strut registration (includes a t-shirt)
- Logo placement on Bark in the Park posters
- Booth at event (10x10 space, sponsor responsible for tables/chairs/tent etc)
- Logo in Shelby Humane Society newsletter (distributed to over 3,100 households)
- Logo and link on Shelby Humane Society website (over 7,500 visits per month)

For additional details please contact Jennifer Russo at 205-669-3916, ext. 25.



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Bark in the Park 2010 Sponsorship Application

Contact Information

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____ Email: _____

Please select your level of sponsorship:

- Presenting Diamond Collar Sponsor \$1000
- Gold Collar Sponsor \$500
- Silver Collar Sponsor \$300
- Bronze Collar Sponsor \$100

Payment Information: Check (payable to Shelby Humane Society) Visa Mastercard

Credit Card #: _____ Exp. Date: _____ Security Code: _____

Signature: _____ Date: _____

I understand that in order for my company to receive the full benefits of an Event Sponsor for Bark in the Park, I must return this application and payment to Shelby Humane Society by **August 27, 2010**. I must also submit an electronic print-quality version of my company's logo by the same date.

Shelby Humane Society and the City of Alabaster retain the right to accept or refuse any sponsorship and to produce, approve, or remove any signs or other forms of recognition of any sponsor. If sponsorship is refused, payment will be returned to applicant. All accepted sponsorships are nonrefundable and may not be cancelled after Sponsorship Application has been processed.

Shelby Humane Society and the City of Alabaster reserve the right to cancel Bark in the Park 2010 due to weather or other threats to the safety of the event. Should Bark in the Park be cancelled and not rescheduled, the Sponsor shall receive a full refund of its investment, less any unrecoverable promotional expenses.

Name

Date

Thank you for supporting your local animal shelter. Please make your sponsorship check payable to Shelby Humane Society and forward information to:

Shelby Humane Society
Attn: Jennifer Russo
381 McDow Road
Columbiana, AL 35051