

Humane Society of Greater Miami/ Adopt-A-Pet

2006 Walk for the Animals Sponsorship Opportunities



**Unleash your corporate image.
Become a Humane Society of Greater Miami/
Adopt-A-Pet sponsor.**



Why You Should Support

The Humane Society of Greater Miami/Adopt-A-Pet's mission is to create a humane community where ALL companion animals have homes with responsible, committed and loving caregivers and to eliminate cruelty, neglect and pet overpopulation. To achieve our mission, we must be so much more than a shelter. And we are. We offer programs and services throughout our community to educate, inform and inspire people to take responsible care of their pets, spay and neuter, and treat animals with the kindness they deserve. We set the example ourselves by guaranteeing every healthy, adoptable animal in our care a second chance, free from the threat of euthanasia.

Where Donated Funds Go

Animal Care



77
%

Fundraising & Administration



23
%

The Humane Society of Greater Miami/Adopt-A-Pet is an independent, non-profit organization not affiliated with any other Humane Society and receives no funding from any other animal welfare organization. It relies completely private donations, grants and fundraising events to help raise the money needed to fund its important programs and services.



Why Sponsorship Is Good For Your Business

Humane Society of Greater Miami/Adopt-A-Pet events are a unique opportunity to promote your business, build good will and gain valuable face to face contact with an audience receptive to your products and your message. Sponsorship is a way to focus your marketing dollars while showing that you are a company that cares about creating a more humane community for pets and people alike. Depending on your level of support, you can take advantage of pre and post-event publicity and advertising, logo opportunities on event materials, onsite product sampling and composing and signage the day of the event – marketing opportunities far greater than any full-page newspaper advertisement could provide – and at a much lower cost.

The following pages detail the levels of sponsorship available to your business. Keep in mind that we are open to any package suggestions if you're interested in sponsoring more than one event! **If you have any questions regarding sponsorship information, please call Nicole Brown at 305-749-1814.**



Programs and Services Your Sponsorship Supports

We've come a long way since 1936 when our founder, Charles Pusey, picked up stray dogs and cats in his station wagon and operated an animal shelter out of his two-car garage. Today's Humane Society of Greater Miami has three locations across Miami-Dade County, including our new Fine-Soffer Adoption Center, a truly state-of-the-art pet center with programs and services dedicated to reducing pet overpopulation and strengthening the human-animal bond.

Adoptions (ALL):

The Humane Society of Greater Miami/Adopt-A-Pet guarantees every healthy, adoptable animal in its stewardship a second chance by caring for cats and dogs as long as it takes to find them new families. The Society places over **2,000** pets with responsible, loving caregivers each year.

Low-Cost Spay/Neuter and Preventive HealthCare:

The Society's clinics average **500** spay/neuter surgeries a month, helping to reduce the serious pet overpopulation problem in Miami-Dade County. Open to the public, our low-cost clinics provide affordable preventive care to over **1,000** pets per month to help protect them from disease and maintain their health.

Humane Education:

Humane educator Madelyn Valle and her dog Madison have taught over 32,000 children of all grade levels lessons on kindness to animals and responsible pet care since October 2002.



Baron enjoys his day at school!

Pet Parent Helpline:

Hundreds of thousands of dogs and cats are relinquished to animal shelters every year due to training issues and behavioral problems. The Society's Pet Parent Helpline offers one-on-one advice on many behavioral issues to help owners keep their pets.

Second Chance Fund:

The Second Chance Fund is used to pay for the treatment of sick and injured animals in our care needing veterinary services such as heartworm and parasite treatment, X-rays and minor orthopedic surgery.

Foster Care:

Society volunteers provide around-the-clock care to orphaned newborn puppies and kittens until they are physically and socially ready to be adopted into permanent homes.

Safe Families, Safe Pets: Research shows that animal cruelty often occurs in tandem with family violence. To assist at-risk families during a time of transition to a safer place, the Humane Society of Greater Miami shelters pets of abuse victims.

Pet Assisted Therapy:

Visiting Pet Partner volunteers and their dogs spend time brightening the lives of residents and patients of healthcare facilities, rehabilitation centers and senior citizen centers across Miami.

Walk for the Animals

The Walk for the Animals is the Humane Society of Greater Miami/Adopt-A-Pet's most prominent annual fundraiser. The event brings together animal lovers of all backgrounds from every corner of Miami-Dade County. Over 1,500 people and their dogs will walk around scenic Bayfront Park on Miami's downtown waterfront to raise much-needed funds for the Humane Society of Greater Miami/Adopt-A-Pet's pets, programs and services. The Walk for the Animals is a widely promoted fun-filled event with local celebrities, activities, games and contests to keep the event schedule lively and entertaining.



**Saturday, February 25 (rain or shine)
Bayfront Park, Downtown Miami**

“Big Dog” Presenting Sponsor \$30,000

SOLD to Nestlé Purina PetCare

Other Sponsorship opportunities include:

“Tail Wagger” Sponsor

\$250

Day of Event Exposure:

- Walk route sign with name and message

“People/Pet Cantina” Sponsor

\$500

Day of Event Exposure:

- People/pet-watering station along walk route with banner stating, “This People/Pet Cantina is Proudly Brought to You by...” (the Humane Society of Greater Miami will provide water station, product and banner)
- Opportunity to distribute sample product and/or product literature at people/pet cantina

“Pretty Kitty” Sponsor

\$1500

Pre-Event Promotion/Advertising/Publicity:

- Your company name/logo included on Walk section of Society's web site

Day of Event Exposure:

- Product display table at Walk staging area with display banner (sponsor must supply banner)

Name/logo on over 1,500 Walk T-shirts

Post-Event Exposure:

- Recognition in *Pet Parade*, the Society's magazine distributed to over 7,000 supporters

“Proud Pup” Sponsor

\$3500

Same sponsorship opportunities as “Pretty Kitty” sponsor including the following:

Pre-Event Promotion/Advertising/Publicity:

- Your company name/logo listed on event materials, including:

Registration brochure distributed to over 25,000 people

Event posters distributed to over 500 businesses

Press releases (pre and post)

Day of Event Exposure:

- Event booth for product sampling and/or literature distribution
- Display banners around event site (sponsor must provide banners)
- Tail Wagger sign prominently displayed on Walk route (provided by HSGM)

Post-Event Exposure:

- Recognition in post-event media coverage



“Fat Cat” Sponsor

\$5000-\$10,000

Pre-Event Promotion/Advertising/Publicity:

Same sponsorship opportunities as “Proud Pup” Sponsor including the following:

- All advertising and all other pre-event media, including:

- *Miami Herald* and other community newspapers

- Radio and TV PSAs

- Mention of your company during “Take me Home Segments” on WCBS Channel 4, Univision and

- Telemundo during weeks leading up to the Walk

Day of Event Exposure:

- Introduction of company representative at opening ceremony and presentation of check

- Sponsorship of one of the Society’s booths, including:

- Misting Station

- Microchipping Booth (2 available)

- Paw Art

- Kids Corner

These sponsorship levels are a guide. We are open to any and all support. Your contribution will be acknowledged with deepest appreciation before, during and after the event, and forever in the hearts of our four-legged friends.

2006 Walk for the Animals Sponsor Response Form



Please fax back to 305-696-4434, attention Nicole Brown, OR mail with check made payable to: The Humane Society of Greater Miami/Adopt-A-Pet, Attn: Nicole Brown 16101 W. Dixie Hwy, North Miami Beach, FL 33160

You can count on us to support the needy cats and dogs of our community with the following cash sponsors for the Humane Society of Greater Miami event/Adopt-A-Pet events:

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | Fat Cat | Design your own package between \$5,000-\$10,000 that's just right for you |
| <input type="checkbox"/> | Proud Pup | \$3,500 |
| <input type="checkbox"/> | Pretty Kitty | \$1,500 |
| <input type="checkbox"/> | People/Pet Cantina | \$500 |
| <input type="checkbox"/> | Tail Wagger | \$250 |
| <input type="checkbox"/> | Please send me information about forming a corporate PACK team to walk for the animals | |

Total: \$ _____

Company name: _____

Address: _____

Phone: () _____

Fax: () _____

Corporate Contact: _____

Title: _____

E-mail: _____

I can not sponsor and event at this time, please accept my donation enclosed

Please Bill Us

Please charge my M/C Visa Amex Discover

Total Sponsorship Amount: \$ _____

Card Number: _____

Expiration Date: _____

Signature: _____

For more information, please call Nicole Brown at 305-749-1814



A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll free 1-800-435-7352 within the state. Registration does not imply endorsement, approval or recommendation by the state.