

*Sponsorship opportunities for:*



## **Raise the Woof** **a "Purrfect Pet Benefit"**

Dear LHS Friend,

*Celebrate with LHS* in helping to raise funds in our continued effort to rescue homeless dogs and cats by participating in our signature event, the 8<sup>th</sup> Annual Raise the Woof: A Purrfect Pet Benefit.

Founded in 2008, Legacy Humane Society (LHS), will be hosting "Raise the Woof: A Purrfect Pet Benefit" on May 20, 2017 at our soon to be adoption facility. This event will celebrate the human-animal bond while raising awareness and funds to benefit the hundreds of adoptable animals cared for by LHS and construction plans for the property in Wylie, TX.

The celebration will feature live music, a silent & live auction, raffle items, beer, wine, food, yard games and more. There will be plenty of space to enjoy activities and relax in the beauty of the countryside. This celebration will also provide a perfect opportunity to inform attendees of pet-friendly businesses and services available from professionals like you by choosing to be an event sponsor.

LHS is a privately funded 501(c)(3) non-profit, animal rescue serving the greater DFW area and has rescued, rehabilitated and re-homed more than 5,200 dogs over the last 8 years through foster care and just under 10,000 cats, dogs and other misc animals through our sister organization, Rockwall Adoption Center.

Sincerely,

Molly Peterson  
Legacy Humane Society President

As a non-profit organization, we rely 100 percent on financial support through generous donations of time, goods/services and financial contributions from local individuals, groups and businesses.

Champion our cause by becoming a sponsor for this celebration. Through your sponsorship you will have the opportunity to expand your customer base and market your business to a target audience of people invested in the well-being of their pets. This is a true win-win opportunity for you and LHS.

We hope that we can count on your support and include you as a sponsor for "Raise the Woof: A Purrfect Pet Benefit". Your tax-deductible contribution will not only identify you as a community-minded business but will benefit animals in need. If you have any questions please contact Molly Peterson at [Pres@LegacyHumaneSociety.org](mailto:Pres@LegacyHumaneSociety.org) or call us at 469-609-PETS For updated information on the event, or visit [www.LegacyHumane Society.org](http://www.LegacyHumaneSociety.org).

Please remit payment with the completed form or complete online registration via the LHS website. Thank you for your consideration.

# Sponsorship Levels



## **\$10,000 – Top Dog**

### **PRE-EVENT > Ad/Radio/Newsletter/Video**

- Logo will be prominent in print advertisements for event (posters, brochures, newsletter ads as long as the deadline for the ads did not occur prior to confirmation of sponsorship )
- Mention as presenting sponsor in radio spot and press release
- Option for your company representative to appear in a short video promoting Raise the Woof, appearing on youtube and Facebook-*exclusive (over 17,500 combined followers through our Legacy Humane Society and Rockwall adoption Center facebook pages)*

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### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as presenting sponsor in LHS print flyers/invitations personally sent to 500 exclusive guests.
- Identification as presenting sponsor in bi-monthly constant contact email blasts to supporters for 6 months with over 17,500 combined facebook followers.
- Identification as presenting sponsor prominently displayed at other LHS events occurring July through December.

### **PRE-EVENT > Website/Social Media**

- Featured sponsor on LHS home page and Raise the Woof sponsor page linking to your webpage
- 9 Tweets (3 monthly July/Aug/Sept) identifying event and top sponsor recognition
- 12 Paid Boost Facebook postings (1 every week for 3 selected months) identifying event and presenting sponsor recognition on the LHS Page

### **AT EVENT> Location**

- Choice of premium table for 10, plus space in the vendor area

### **AT EVENT> Signage/Program**

- Company name and logo as presenting sponsor on signage at event location entrance
- Top Dog sponsor may display company provided banner at event entrance(must provide banner & display not to exceed 4x4)
- Logo, website, and identification as presenting sponsor on front page of event program distributed to attendee

### **AT EVENT> Other**

- Opportunity to address Raise the Woof Participants-*exclusive*
- Option to donate item for Raise the Woof goodie bag (due by 5/15/2017)
- 5 Verbal “Thank yous” during event

### **AFTER EVENT>LHS**

- Right of First Refusal to be the Top Dog sponsor for Raise the Woof 2018
- Sponsor provided flyers to include in all LHS adopter packets(flyer to be approved by LHS board prior to being included in packets)



## **\$5,000: Best in Show**

### **PRE-EVENT > Ad/Radio/Newspaper/Video**

- Logo in print advertisements for event (posters, brochures, newsletter ads as long as the deadline for the ads did not occur prior to confirmation of sponsorship)
- Mention as a sponsor in radio spot and press release

### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as a sponsor in LHS print flyers/invitations to over 500 exclusive guests.
- Identification as a sponsor in bi-monthly constant contact email blasts to supporters from July through September with over 9,000 readers.
- Identification as a sponsor prominently displayed at other LHS events occurring July through September

### **PRE-EVENT > Website/Social Media**

- Link on LHS event webpage and Raise the Woof event sponsors page to your webpage
- 6 Tweets (2 monthly July/Aug/Sept) identifying event and top sponsor recognition
- 8 Paid Boost Facebook postings (1 every other week for July, August and each week for September) identifying event and top sponsor recognition on the LHS Page

### **AT EVENT> Location**

- Choice of premium table with Sponsor name for 8

### **AT EVENT> Signage/Program**

- Logo on signage at event location entrance
- Logo, website, and identification as sponsor on back page of event program distributed to attendees.

### **AT EVENT> Other**

- Option to donate live or silent auction item/s (due by May 15,2017)
- Option to donate item for Raise the Woof goodie bag (due by May 15,2017)
- 3 Verbal "Thank yous" during event.

### **AFTER EVENT>LHS**

- Sponsor provided postcard or business card to be included in all LHS adopter packets(print to be approved by LHS board prior to being included in packets)



## **\$3,500: Faithful Companion**

### **PRE-EVENT > Ad/Radio/Newsletter**

- Logo in print advertisements for event (posters, brochures, newsletter ads)

### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from July through September with over 9,000 readers.
- Identification as sponsor during other LHS events during the months of Sept-Dec

### **PRE-EVENT > Website/Social Media**

- Identification as sponsor and link on LHS event webpage and Raise the Woof.org event sponsors page to your webpage
- 4 Tweets (1 monthly July/Aug/ and 2 in Sept) identifying event and sponsor recognition
- 6 Paid Boost Facebook postings (1 every other week for 3 months) identifying event and sponsor recognition on

the LHS Page

#### **AT EVENT> Location**

- Choice of premium table with Sponsor name for 8
- Logo on event entrance step and repeat.

#### **AT EVENT> Signage/Program**

- Logo, website, and identification as sponsor on event program distributed to every attendee

#### **AT EVENT> Other**

- Option to donate contest prize or silent auction item (due by May 15, 2017)
- Option to donate item for Raise the Woof goodie bag (due by May 15, 2017)
- Verbal "Thank You" during event

#### **AFTER EVENT>LHS**

- Sponsor provided business cards for inclusion all LHS adopter packets



### **\$2,000 level: Kennel Friend Southern Comfort Sponsor**

#### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from September through December.
- Identification as sponsor in LHS print flyers/newsletters (over 9,000 reached)
- Identification as sponsor during other LHS events during the months of July, August and September

#### **PRE-EVENT > Website/Social Media**

- Identification as sponsor on Raise the Woof event sponsors webpage with a link to your webpage
- 5 Paid Boost Facebook postings (1 per month for 5 months) identifying event and sponsor recognition (just under 9,500 followers) on the LHS Page, LHS Group (100 members) and Rockwall Adoption Center FB page (over 8,000 followers).

#### **AT EVENT > Location**

- Choice of premium table with Sponsor name for 6
- Signage on every table with company name and website information or family name for private sponsors
- Funding for this sponsorship will cover chairs, linens and tables

#### **AT EVENT> Signage/Program**

- Logo, name, and website on ½ page ad of event program distributed to all attendees

#### **AT EVENT> Other**

- Option to donate live or silent auction item (due by May 15, 2017)
- Option to donate item Raise the Woof goodie bag (due by May 15, 2017)
- Verbal "Thank you" during the event



### **\$1,500 level: Wagging and Wining Beverage Sponsor**

#### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from September through November.
- Identification as sponsor in LHS print flyers/newsletters (over 9,000 reached)

- Identification as sponsor during other LHS events during the months of July, August and September

#### **PRE-EVENT > Website/Social Media**

- Identification as sponsor on Raise the Woof event sponsors webpage with a link to your webpage
- 3 Paid Boost Facebook postings (1 per month for 3 months) identifying event and sponsor recognition (just under 9,500 followers) on the LHS Page, LHS Group (100 members) and Rockwall Adoption Center FB page (over 8,000 followers).

#### **AT EVENT > Location**

- Choice of premium table with Sponsor name for 6
- Signage at bar station with company logo and website or family name for private sponsors
- Funding will cover all of the wine for the event

#### **AT EVENT> Signage/Program**

- Logo, name, and website on ¼ page ad of event program distributed to all attendees

#### **AT EVENT> Other**

- Option to donate live or silent auction item (due by May 15, 2017)
- Option to donate item Raise the Woof goodie bag (due by May 15, 2017)
- Verbal “Thank you” during event



### **\$1,000 level: Purr-fect Pawtner**

#### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from September through November.
- Identification as sponsor in LHS print flyers/newsletters (over 9,000 reached)
- Identification as sponsor during other LHS events during the months of July, August and September

#### **PRE-EVENT > Website/Social Media**

- Identification as sponsor on Raise the Woof event sponsors webpage with a link to your webpage
- 3 Paid Boost Facebook postings (1 per month for 3 months) identifying event and sponsor recognition (just under 9,500 followers) on the LHS Page, LHS Group (100 members) and Rockwall Adoption Center FB page (over 8,000 followers).

#### **AT EVENT > Location**

- Choice of premium table with Sponsor name for 6

#### **AT EVENT> Signage/Program**

- Logo, name, and website on ¼ page ad of event program distributed to all attendees

#### **AT EVENT> Other**

- Option to donate live or silent auction item (due by May 15, 2017)
- Option to donate item Raise the Woof goodie bag (due by May 15, 2017)
- Verbal “Thank you” during event



### **\$500 level: PET LOVER**

#### **PRE-EVENT> Print**

- Identified as event sponsor in flyers/newsletter (over 9,000 followers)

#### **PRE-EVENT> Website/Social Media**

- Link on Raise the Woof sponsor webpage
- 2 Paid Boost Facebook postings (1 per month for 2 months) identifying event and sponsorship on the LHS Page

#### **AT EVENT> Program**

- Name of sponsor and website listed on the sponsor page of event program distributed to attendees.

#### **AT EVENT> Other**

- 4 tickets to Raise the Woof Benefit
- Option to donate live or silent auction item (due by May 15, 2017)
- Option to donate item for Raise the Woof goodie bag (due by May 15, 2017)
- Verbal “Thank you” at event



### **\$250 level: FURRY FRIEND**

#### **PRE-EVENT> Website/Social Media**

- Company name on Raise the Woof sponsor webpage

#### **AT EVENT> Program**

- Name of sponsor page of event program distributed to all attendees

#### **AT EVENT> Other**

- 2 tickets to Raise the Woof Benefit
- Option to donate live or silent auction item (due by May 15, 2017)
- Option to donate item for Raise the Woof goodie bag (due by May 15, 2017)



### **NON-MONETARY: “FUR”-LANTHROPIST**

- Donate an item or service for the silent auction (due by May 15, 2017)
- 1 ticket to Raise the Woof Benefit (per item donation equaling \$200 in value)
- Company name on Raise the Woof sponsorship page

**Raise the Woof: A Purrfect Pet Benefit  
SPONSORSHIP REGISTRATION FORM**

· **Yes! I want to become a Raise the Woof: A Purrfect Pet Benefit Sponsor**

Sponsorship level: \_\_\_\_\_

· **Yes! I want to donate an item or service for raffle or prize for competitions (Due by May 15, 2017)**

\*Items received after the deadline will be gladly accepted, however we cannot guarantee the use of them at this event.

Item or Service: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**\*Sponsorships are tax-deductible**

\_\_\_ **YES!** Payment Enclosed: \$ \_\_\_\_\_

\_\_\_ **YES!** Logo/artwork/copy e-mailed to \_\_\_\_\_ (Top Dog, Best in Show, Faithful Companion and Purr-fect Partners)

To submit payment electronically visit \_\_\_\_\_

Please make checks payable to: **Legacy Humane Society**

Send payment to: \_\_\_\_\_

If you have any questions or need more information, please email Molly Peterson at [Pres@LegacyHumaneSociety.org](mailto:Pres@LegacyHumaneSociety.org) or leave a message for Molly at 469-609-7387.

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**RECEIPT**

**LHS Tax ID: 37-1563202**



PO Box 2733  
McKinney, TX 75070

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

**FOR:** Legacy Humane Society: Raise the Woof: A Purrfect Pet Benefit, Saturday May 20, 2017  
**We (animals included) THANK YOU for your support!**

*Molly Peterson*

Molly Peterson, President, Legacy Humane Society  
[www.LegacyHumaneSociety.org](http://www.LegacyHumaneSociety.org)