

## SPONSORSHIP OPPORTUNITIES



### ALL PAWS ON DECK: BENEFITING LEGACY HUMANE SOCIETY

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 10<sup>th</sup> Annual All Paws on Deck: Benefiting Legacy Humane Society.

Founded in 2008, Legacy Humane Society (LHS), will be hosting “All PAWS on Deck” event on August 24, 2019 on a private charter boat at Lake Lewisville. 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 music, Black Jack, auction, raffle items, beer, wine, dinner and a sunset cruise. Space is limited for this exclusive event so seating is limited to only 120 guests aboard this unique fundraising cruise. 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  
President  
Legacy Humane Society

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 “All PAWS on Deck”. 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 – Captain Sponsor**

### **PRE-EVENT > Ad/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 )
- Option for your company representative to appear in a short video promoting All PAWS on Deck, appearing on youtube and Facebook-*exclusive (over 17,500 combined followers through our Legacy Humane Society and Rockwall adoption Center facebook pages)*

### **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 All PAWS on Deck 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 15

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

- Company name and logo as presenting sponsor on signage at event location entrance
- The Captain 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 All PAWS on Deck participants-*exclusive*
- Option to donate item for All PAWS on Deck WAG bags (due by 8/20/2019)
- 5 Verbal “Thank yous” during event

### **AFTER EVENT>LHS**

- Sponsor provided flyers to include in all LHS adopter packets(flyer to be approved by LHS board prior to being included in packets)



## **\$6,000: Firstmate Sponsor**

### **PRE-EVENT > Ad/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)

### **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 October through December with over 9,000 readers.
- Identification as a sponsor prominently displayed at other LHS events occurring October through December

### **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 October, November and each week for December) identifying event and top sponsor recognition on the LHS Page

### **AT EVENT> Location**

- Choice of premium table with Sponsor name for 10

### **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 August 20,2019)
- Option to donate items for the All PAWS on Deck Wag bags (due by August 20, 2019)
- 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)



## **\$5,000: Excursion Sponsor**

### **PRE-EVENT > Ad/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 October through December with over 9,000 readers.
- Identification as sponsor during other LHS events during the months of Sept-Dec (months can be adjustable if desired)

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

- Identification as sponsor and link on LHS event webpage and All PAWS on Deck event sponsors page to your webpage
- 4 Tweets (1 monthly Oct, Nov and 2 in Dec) 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 10
- Logo on event entrance step and repeat.
- Promotional corporate advertising items to be included in WAG bags for guests.

#### **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 Aug 20, 2019)
- Option to donate items for the WAG bags (due by Aug 20, 2019)
- Verbal "Thank You" during event

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

- Sponsor provided business cards or other misc promotional items for inclusion all LHS and Rockwall Adoption Center adopter packets.



### **\$4,000 level: Crewmate Sponsor**

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

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from October 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 All PAWS on Deck 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 10
- 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 Aug 20, 2019)
- Option to donate items for the WAG bags (due by Aug 20, 2019)
- Verbal "Thank you" during the event



### **\$2,500 level: Starboard Sponsor**

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

- Identification as sponsor in bi-monthly constant contact email blasts to supporters from January through March 2020.
- Identification as sponsor in LHS print flyers/newsletters (over 9,000 reached)

- Identification as sponsor during other LHS events during the months of September, October and December

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

- Identification as sponsor on All PAWS on Deck 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 8
- 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 August 20, 2019)
- Option to donate items for the WAG bags (due by August 20, 2019)
- 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 September, October and November

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

- Identification as sponsor on All PAWS on Deck 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 August 20, 2019)
- Option to donate items for the All PAWS on Deck WAG bag (due by August 20, 2019)
- Verbal “Thank you” during event



## **\$600 level: Cabin Sponsor**

### **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 All PAWS on Deck Event
- Option to donate live or silent auction item (due by August 20, 2019)
- Option to donate items for the All PAWS on Deck WAG bags (due by August 20, 2019)
- Verbal “Thank you” at event



## **\$300 level: Buoy Sponsor**

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

- Company name on the All PAWS on Deck sponsor webpage

### **AT EVENT> Program**

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

### **AT EVENT> Other**

- 2 tickets to All PAWS on Deck Benefit
- Option to donate live or silent auction item (due by August 20, 2019)
- Option to donate item for Raise the Woof goodie bag (due by August 20, 2019)



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

- Donate an item or service for the silent auction (due by August 20, 2019)
- 1 ticket to All PAWS on Deck Benefit (per item donation equaling \$200 in value)
- Company name on All PAWS on Deck sponsorship page

**All PAWS on Deck:  
Benefiting Legacy Humane Society  
SPONSORSHIP REGISTRATION FORM**

- **Yes! I want to become an All PAWS on Deck Benefit Sponsor**

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

- **Yes! I want to donate an item or service for raffle or prize for competitions (Due by August 20, 2019)**  
\*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 \_\_\_\_\_

To submit payment electronically visit [LegacyHumaneSociety.org](http://LegacyHumaneSociety.org) and click on the event banner on the home page  
Please make checks payable to: **Legacy Humane Society**  
Send payment to: **PO Box 2733, McKinney, TX 75070**

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: All Paws on Deck, Saturday August 24, 2019  
**We (animals included) THANK YOU for your support!**

*Molly Peterson*

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