



# SPONSORSHIP OPPORTUNITIES 2020



## About Friends of BCAS

Friends is a 501(c)(3) non-profit organization with the goal of supporting the county's largest animal shelter to encourage adoption. Through our fundraising, we help the lives of thousands of animals through a variety of initiatives. **Our organization depends on the generosity of donors to help fund our mission.**

## What Is Our Mission?

To save the lives of homeless animals and promote their adoption by working with the county shelter and community to reach our no-kill vision by 2025.

## Strategic Goals:

- 🐾 Improve the quality of life for shelter animals by providing care, comfort and compassion to increase chance of adoption
- 🐾 Reduce the number of homeless animals within the community by sponsoring low cost spay/neuter surgeries
- 🐾 Advocate for legislation to protect homeless animals within the county
- 🐾 Build a community where people value animals and treat them with respect and kindness
- 🐾 Expand Trap-Neuter-Return program throughout the county

## About Our Signature Event

# Paw Prints 2020 5K & PetFest

October 4, 2020

Due to the success of our two signature events, Raining Cats & Dogs Pet Fest and Paw Prints 5K, we are combining them to create one big fun festival! Taking place at one of the most beautiful, historic areas in Burlington County, Smithville Park, our event features 500+ runners/walkers, 2,000+ animal lovers, families with pets, and over 70+ vendors. Dogs can attend wearing a leash and cats in strollers are also invited.

## Why Sponsor?

Non-profit event marketing is an excellent way to reach your customers. The face-to-face exposure that comes with sponsoring can provide your company with a hands-on, entertaining, memorable experience.



- 🐾 **Enhance Your Image** - Consumers are more likely to view your brand positively when associated with an established and well-respected charity. *We received the Burlington County Times Best Charity Award in 2015, 2016, 2017 and 2019.*
- 🐾 **Get Noticed** - Sponsoring allows you to extend your reach to families, individuals, and businesses across the county. 70% of US households have a family pet.
- 🐾 **Differentiate** - Set yourself above your competitors and build employee and company morale by contributing to an important cause.
- 🐾 **Grow Your Animal Welfare Side** - Homeless animals deserve a loving home; work with us to provide them a better future.

Your sponsorship can leverage the benefits provided on the next page to promote your business year-round. If you prefer, we can customize a package to accommodate your needs. Exclusive naming opportunities are also available.

**For more information, contact Beth Sloan at [events@friendsofbcas.org](mailto:events@friendsofbcas.org).**

*\*Inclusion on marketing materials and communications dependent upon agreement date and production deadlines.*



# Benefits

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

**Top Cat**  
**\$2,500**

**Champion**  
**\$1,000**

**Best Friend**  
**\$500**

**Faithful Companion**  
**\$250**

<ul style="list-style-type: none"> <li>Joint message announcing partnership: press release, website, social media (23,000+ likes)</li> <li>Welcome event attendees during opening ceremony</li> <li>Spotlight on Sponsorship e-blast (8,000+ recipients)</li> </ul>	✓				
<ul style="list-style-type: none"> <li>Inclusion of company branded item in 300 race bags</li> <li>Verbal recognition at event</li> </ul>	✓	✓	✓		
Complimentary event t-shirts	✓	✓	✓		
Facebook posts promoting your business (23,000+ likes)	<b>Bi-monthly (6 posts)</b>	<b>Quarterly (4 posts)</b>	<b>2 posts</b>	<b>1 post</b>	
Logo on event t-shirt and event day signage	<b>Large</b>	<b>Medium</b>	<b>Small</b>	<b>X-Small</b>	
Logo/link on Friends of BCAS website and 5K Race Site	<b>Large</b>	<b>Medium</b>	<b>Small</b>	<b>X-Small</b>	<b>Name only</b>
Advertisement in event program book (2,500+ attendees)	<b>Full</b>	<b>¾ page</b>	<b>½ page</b>	<b>¼ page</b>	<b>Name only</b>
10 x 10 tent with 6' table and two chairs	<b>Premium Location</b>	<b>Prime Location</b>	<b>Prime Location</b>	<b>General Location (no tent)</b>	<b>General Location (no tent)</b>
Custom printed 18x24 company branded route sign for 5K	<b>3 signs in Premium Location</b>	<b>2 Signs in Prime Location</b>	<b>2 Signs in Prime Location</b>	<b>2 Signs in general location</b>	<b>1 sign in general location</b>

## Commitment Form

Sponsorship Level \_\_\_\_\_

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

## Payment Options:

Enclosed is a check       Request an invoice       Pay by Credit Card

*Checks can be made payable to Friends of the Burlington County Animal Shelter*

*Mail to 3111 Route 38, Suite 11 #238, Mount Laurel, NJ 08054*

*Tax I.D. 45-4598820*

## In addition to our financial partnership, we would like to support in the following:

- Our company/group will form a team for the 5K
- We would like a member of our staff to serve on the event committee
- We have employees who would like to become event day volunteers