



Smithville Park
Eastampton
September 28, 2019

About the Friends of Burlington County Animal Shelter

In partnership with the only shelter within the state's largest county, we are working to improve the lives of the thousands of animals that arrive at the shelter each year. As an all-volunteer organization, our goal is to make shelter animals happier and increase their chance at adoption. Whether it means covering the cost of advanced medical care, offering low cost spay & neuter services or simply giving love to an animal who desperately needs it, our organization depends on the generosity of donors to help fund our mission.

What Is Our Mission?

- Increase the shelter release rate of cats. In 2011, the release rate was 27%. Due in part to our efforts, the 2018 release rate rose to 74%. Effort must still be made.
- Actively work toward Burlington County becoming a no kill county by 2025.
- Continue offering monetary assistance so that low cost spay & neuter services are available. Over 1,800 procedures in 2018.
- Expand our county TNR program to reduce the feral cat population.



About Our Event

On Saturday, September 28th, our 3rd annual Paw Prints 5K Run/Walk will take place at one of the most beautiful, historic areas in Burlington County; Smithville Park. Our event will feature 500+ animal lovers, fitness enthusiasts, families with pets, and over 40+ vendors. Dogs can attend wearing a leash and cats in strollers are also invited. Prizes and awards including top fundraiser, top runner, best pet costume and more.

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. (Received Best Charity Award 2015, 2016, 2017 – Burlington County Times)
- **Get Noticed** - Sponsoring allows you to extend your reach to families, individuals, and businesses across the county.
- **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.



Paw Prints 5K

SPONSORSHIP OPPORTUNITIES



START/FINISH LINE SPONSOR - \$750.00 _____

- Company logo/signage at inflatable arch
- Opportunity for company representative to sound horn
- Opportunity to include company giveaway in Race Bag to first 300 registered participants
- Verbal recognition during opening remarks
- (1) personalized Walk Route Sign with company logo and message– 18x24
- Company logo on event t-shirt
- Post Event Social Media “Thank you”



RACE BIB SPONSOR - \$500.00 _____ (3) sponsorships available

- Company logo imprinted on 450+ race bibs
- Opportunity to include company giveaway in Race Bag to first 300 registered participants
- Verbal recognition during opening remarks
- Company logo on event t-shirt
- Post Event Social Media “Thank you”



HYDRATION STATION SPONSOR (human) or WATER HOLE SPONSOR (canine) - \$250.00 _____

- Company logo/signage recognition as area sponsor
- Opportunity for company employees to distribute water (company has option to provide logoed bottle) to participants
- (1) personalized Walk Route Sign with company logo and message – 18 x 24
- Post Event Social Media “Thank you”



WALK ROUTE SIGN SPONSOR - \$100.00 _____

- (1) personalized Walk Route Sign with company logo and message – 18x24 * This opportunity is also perfect for individuals who want to share a message of support for homeless animals

**To select one of these sponsorship levels, and/or to learn about other ways in which your organization can get involved in our events, please contact Karen Isky at events@friendsofbcas.org.