



SPONSORSHIP OPPORTUNITIES

2021

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 chances of adoption.
- Reduce the number of homeless animals 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 to reduce number of stray cats in the community.

About Our Signature Event



October 10, 2021 - Smithville Park, Eastampton

The Paw Prints 5K & PetFest is a non-profit community event to raise awareness and funds to help the homeless animals in Burlington County. The Festival provides a full day of fun and excitement featuring a 5K race, vendors, pet related activities, business and community booths, pet costume parade, live entertainment and more!

Why Sponsor?

This event is attended by thousands of individuals and is a great way to showcase your business.

- **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, 2019, 2020*
- **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 and promoting employee engagement via 5K team recruitment.
- **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. Exclusive naming opportunities are also available.

For more information, contact Ann Rapisarda at 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

Joint message announcing partnership: press release, on FOBCAS website, social media (25,500+ likes)					
Welcome event attendees during opening ceremony or announce 5K race award winners. Company banner on Festival stage	✓				
Select (1) signature area naming opportunity from the list below					
Inclusion of company branded item/literature in 250 race bags	✓	✓			
Verbal recognition during opening ceremony	✓	✓			
Custom Signature Sponsor Page on 5K website.	✓	✓			
6' table and tent to distribute giveaways	✓	✓	✓		
Complimentary event t-shirts	15	10	6		
Facebook posts promoting your business (24,500+ likes)	3 posts	2 posts	1 post		
Logo on event t-shirt and event signage	Large	Medium	Small	Name Only	
Logo/link on Friends of BCAS website and 5K Race Site	Large and prominent display on both websites and display at festival	Large Logo on both websites and display at festival	Medium Logo on both websites and display at festival	Small Logo on both websites and display at festival	Name on 5K website and display at festival

NAMING OPPORTUNITIES

Start/Finish Line | Hydration Station | Brew Garden Sponsor | Let The Dog Games Begin Sponsor
 You Look Petastic Photo Zone | Furever Home Adoption Zone | Fancy Felines Tent

If your company wishes to simply donate and receive a tax deduction letter, please mail your check to the address listed below and reference Paw Prints 5K PetFest. Companies are now entitled to a 25% deduction versus 10% pre CARES ACT.

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*

Payment must be received by August 6th to receive full benefits.
 *Best In Show sponsors will select naming opportunity based on what is available at time of payment.