



SPONSORSHIP OPPORTUNITIES

To Save Lives of Homeless Animals



About Friends of BCAS

Founded in 2010, Friends is a 501(c)(3) non-profit organization committed to saving the lives of homeless animals in Burlington County by providing advanced medical care, spay & neuter support, foster, TNVR and behavioral training beyond the capabilities of the county shelter.

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 medical care, comfort, and compassion to increase chances of adoption.
- Reduce the number of homeless animals by sponsoring low cost spay/neuter surgery.
- 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.Vaccinate.Return program to reduce number of stray cats in the community.

About Our Signature Event



September 17, 2023

Smithville Park, Eastampton

The Paw Prints PetFest & 5K is a non-profit community event to raise awareness and funds to help the homeless animals in Burlington County. Features include a 5K run/walk, vendors, food trucks, beverage garden, family friendly activities, business and community booths, pet costume parade, live entertainment and more!

Why Sponsor?

This event is attended by 5,000+ participants 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.



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. Great way to also promote volunteerism within your company.

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 \$2500	CHAMPION \$1000	BEST FRIEND \$500	FAITHFUL COMPANION \$250
Joint message announcing partnership: <ul style="list-style-type: none"> • Press release on FOBCAS website, social media (29,000+followers) • Recorded video message uploaded to racesite • Welcome event attendees during opening ceremony or announce 5K race award winners. Company banner (co provided) in prime location 	 X	 X	 X	 X	 X
Select (1) signature area naming opportunity from the list below	X	X			
Verbal recognition during opening ceremony	X	X			
10x10 exhibit area complete with tent, 6' table and two chairs	X	X	X		
Social media posting - Facebook, Instagram (29K followers)	3 - posts	2 - posts	1 - post	1 - post	
Logo on event t-shirt and event welcome banner	Large	Medium	Small	Name Only	
Logo/link on Friends of BCAS AND 5k race site for one year	Large and prominent	Large	Medium	Small	Small
Complimentary t-shirts	15	10	6	3	

Naming Opportunities

**Start/Finish Line | Hydration Station | Beverage Garden Sponsor | Let The Games Begin Sponsor
You Look Petastic Photo Zone | Truck Stop Food Court Sponsor | Kids Zone Sponsor**

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 July 15, 2023 to receive full benefits. Logo must be in either eps or jpeg format.

Company Name _____

Contact Person _____

Phone _____ Email _____

Signature _____