

# Paw Prints Pet Fest & 5K

## 2024 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.

### **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*

## Paw Prints Pet Fest & 5K

October 6, 2024  
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/spirits garden, family friendly activities, dog friendly activities, pet costume parade, live entertainment and more!

### *Why Sponsor?*

In its 7th year, this event attracts 6,000+ participants and is a great way to market 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 [annrap@friendsofbcas.org](mailto:annrap@friendsofbcas.org).**

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



<b>BENEFITS</b>	<b>BEST IN SHOW \$6,000</b>	<b>TOP CAT \$2500</b>	<b>CHAMPION \$1000</b>	<b>BEST FRIEND \$500</b>	<b>FAITHFUL COMPANION \$250</b>
<ul style="list-style-type: none"> <li>• Press release on FOBCAS website, social media (33,000+followers)</li> <li>• Recorded video message uploaded to website</li> <li>• Welcome event attendees at start of Shelter Dog Parade</li> <li>• Company banner (co provided) in prime location</li> <li>• Verbal recognition/opening ceremony</li> <li>• Sponsor of the Month featured on main page of website</li> </ul>	  <b>X</b>				
Select (1) signature area naming opportunity from the list below	<b>X</b>	<b>X</b>			
Logo featured on Friends monthly e-newsletter	<b>X</b>	<b>X</b>			
Logo featured on scrolling banner at bottom of website page	<b>X</b>	<b>X</b>			
10x10 exhibit area complete with tent, 6' table and two chairs	<b>X</b>	<b>X</b>	<b>X</b>		
Social media posting - Facebook, Instagram (33K followers)	4 - 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	Until 12/31/24	Until 12/31/24
Complimentary t-shirts	15	10	6		

### 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 1, 2024 to receive full benefits. Logo must be in either eps or jpeg format.

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

Contact Person \_\_\_\_\_

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

Signature \_\_\_\_\_