



15th Annual Doggy Dash Sponsorship Levels and Benefits

**Leader of the Pack Sponsorship Opportunities
featuring television and web advertising!**

\$15,000 Great Dane Sponsor Package – ONLY ONE AVAILABLE

Alpha Dog benefits, plus:

Television exposure

55 :30 second commercials running on both CBS 13 & CW 31 for **two weeks** prior to the Dash, throughout primetime television.

Web Component (running **four weeks** prior to event)

- 10,000 impressions per advertiser for the video player.
- A :10-:15 second clickable video commercial prior to the news feature selected by the user.
- 60,000 impressions ROS (rotations on website)
- Website banner exposure - 300 x 250 message unit, 728 x 90 leader board, and a 160 x 600 skyscraper

\$10,000 Retriever Sponsor Package – ONLY ONE AVAILABLE

Alpha Dog benefits, plus:

Television exposure

34 :30 second commercials running on both CBS 13 & CW 31 for **two weeks** prior to the Dash, throughout primetime television.

Web Component (running **four weeks** prior to event)

- 5,000 impressions per advertiser for the video player.
- A :10-:15 second clickable video commercial prior to the news feature selected by the user.
- 40,000 impressions ROS (rotations on website)
- Website banner exposure - 300 x 250 message unit, 728 x 90 leader board, and a 160 x 600 skyscraper



15th Annual Doggy Dash Sponsorship Levels and Benefits

\$7,500 Alpha Dog Sponsor– ONLY ONE AVAILABLE

Plus all benefits of lower level sponsorships!

- Full-page ad in the SSPCA's "Heartline" newsletter with mail distribution to over 16,000.
- Logo and link on Sacramento SPCA website to your website.
- Premier logo placement on all event promotions and commemorative T-shirt.
- Business flyers (provided by sponsor) included in adoption packs for one-month before event and one-month following event. Over 500 people visit the shelter each month.
- Highly visible corporate banner and booth in premier location at post event festival.
- Complimentary registration for 20 team members with commemorative event T-shirts.

\$2,500 Big Dog Sponsor

Plus all benefits of lower level sponsorships!

- Inclusion in all news releases, public service announcements and flyers, with distribution to over 75,000 individuals.
- ¼ page ad in SSPCA's Heartline newsletter with mail distribution to over 16,000.
- Prominent booth space at event
- Total of 10 commemorative event T-shirts

\$1,000 Premium Pooch Sponsor

Plus all benefits of lower level sponsorships!

- Business logo on the event banner acknowledging your support
- Total of 5 commemorative event T-shirts

\$500 Canine Corps Sponsor

Plus all benefits of lower level sponsorships!

- Business name listed on the back of the commemorative event T-shirt
- Business logo on the event brochure included in 2,000 race packs.
- Business name on the event banner acknowledging your support.
- Business logo on Sacramento SPCA event website sponsor page.
- Total of 4 commemorative event T-shirts



15th Annual Doggy Dash Sponsorship Levels and Benefits

\$250

Puppy Sponsor

Plus all benefits of lower level sponsorships!

- Two commemorative event T-shirts.
- Recognition in a group 'thank you' ad in the fall edition of the SSPCA's Heartline Newsletter distributed to over 16,000 individuals.

\$150

Pet Pal Sponsor

- One 6-foot table with two chairs at the event to sell your product or hand out information
- Official Sacramento SPCA "Certificate of Appreciation" to display at your business or home.
- Business name listed in the Doggy Dash brochure with over 75,000 distributed.
- Business name listed on event and Sacramento SPCA website sponsorship page with over 5,000 hits per month.

\$50

Rescue Group Sponsor

You must be a registered non-profit organization and have a 501(c)(3) designation to be considered for this level.

- An official Sacramento SPCA "Certificate of Appreciation" to display at your business or home
- Your name on a special "Rescue Group Sponsor" poster that will be displayed at the event



15th Annual Doggy Dash - May 31st 2008

- Yes!** We want to be a sponsor of the event.
- No,** we regret we will be unable to be a sponsor this year.
- We would like to include an item for the Prize Drawing to be held at the event.

Please recognize us as follows:

Name _____

Address _____

City, State, Zip _____

Contact Person _____ **Phone No.** _____

Email Address _____

Web Address _____

Sponsorship Levels:

- | | |
|--|---|
| <input type="checkbox"/> Great Dane Package \$15,000 | <input type="checkbox"/> Premium Pooch Patron |
| <input type="checkbox"/> Retriever Package \$10,000 | <input type="checkbox"/> Canine Corps \$500 |
| <input type="checkbox"/> Alpha Dog \$7,500 | <input type="checkbox"/> Puppy Package \$250 |
| <input type="checkbox"/> Big Dog Sponsor \$2,500 | <input type="checkbox"/> Pet Pal Vendor \$150 |
|
 | |
| <input type="checkbox"/> Rescue Group Sponsor \$50 | |

- **\$500 and above sponsors, please include a camera-ready logo!**
- **T-shirts, please specify quantity* (S) _____ (M) _____ (L) _____ (XL) _____**
* \$250 level and above only

Payment Information

Enclosed is a check for \$ _____ Made payable to the Sacramento SPCA

Charge the amount of \$ _____ to Visa _____ Master Card _____

Card number _____ Exp. Date _____ V Code: _____

Billing Address _____

(if different than above)

Authorized Signature _____

Item or Service Donated _____ Value \$ _____

Please return your completed form **by January 31st** so that we may add your name to our list of sponsors. Please mail or FAX your reply to (916) 383-7062:

Sacramento SPCA
Attn: Doggy Dash
6201 Florin-Perkins Road
Sacramento, CA 95828

Questions? Call (916) 383-7387 ext. 9102 or email azablah@sspca.org