



2012 Walk-A-thon & Pet Fair

Sponsor Form

Date & Place: Saturday, April 28th, 2012, 10 a.m. – 2 p.m. at FDR State Park, Yorktown Heights, New York.

Goal: To raise \$120,000 to help support the SPCA's life saving animal rescue programs including: cruelty investigations, shelter and rehabilitation of abused and abandoned dogs, cats and horses, low cost veterinary services and community outreach programs.

Event Description: To enter the *SPCA Walkathon*, individuals pay an entrance fee of \$20.00 or submit funds raised from walk sponsors. Special incentive prizes will be awarded to individuals who raise the largest amount of money. Participants may walk all or part of the 3-mile trail at the FDR State Park Preserve in Yorktown Heights. After the walk, visitors enjoy food and live music while participating in activities such as games and crafts for kids and pets, agility demonstrations and an SPCA Adopt-a-thon. SPCA Humane Law Enforcement Agents will be on hand to talk about the SPCA's role in fighting animal abuse. Vendors will offer unique items and sponsor businesses have the chance to greet potential customers and to offer samples of their products.

Community involvement is critical to the success of this event. Over 100 volunteers work to make the walkathon a success each year. Their belief in the SPCA of Westchester is evident in their hard work and commitment. The SPCA also welcomes volunteer involvement from participating sponsors, giving employees a sense of community spirit.

While the SPCA of Westchester would naturally reap the major benefit from this partnership, your organization would benefit as well. The event is highly promoted through TV, print ads, posters, on the web, in SPCA email blasts which are sent to over 10,000 supporters, on the SPCA website which receives an average of 12,000 visitors a month, in the Walkathon brochure which goes to 8,000 adopters, and in SPCA newsletter Paw Prints with a circulation of 5,000. Various media will be promoting the event through public service announcements and radio spots.

Protecting Animal Welfare By Providing:

Shelter and Rehabilitation
Adoption Services
Low Cost Spay and Neuter
Cruelty Investigations
Outreach Programs
Help in Locating Lost Pets

SPCA of Westchester, Inc.
590 North State Road
Briarcliff Manor, NY 10510
(914) 941-2896
(914) 762-8312 fax
www.sPCA914.org

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Flip over for sponsorship benefits

The SPCA invites your business to participate at one of the following sponsorship levels:

\$2,500 Platinum Sponsorship

Benefits consist of:

- (Name) and logo will be incorporated as a top sponsor in all printed materials, press releases, promotional pieces, paid advertising, sponsorship banner, public service announcements, the SPCA website which averages 12,000 visitors per month, the Walkathon brochure which is received by over 8,000 supporters, our quarterly newsletter Paw Prints, which is received by over 5,000 animal lovers.
- (Name) logo will be featured prominently on the front of t-shirts.
- (Name) will be given a vendor booth and display with prime location and the opportunity to handout samples, coupons, advertisements and sell merchandise.
- Free admission will be available for all (name) employees and their families participating in the event.

\$1,000 Gold Sponsorship

Benefits consist of:

- (Name) will be listed as a sponsor in printed materials, sponsorship banner, brochure, press releases, promotional pieces, the SPCA website which averages 12,000 visitors per month, our quarterly newsletter Paw Prints, which is received by over 5,000 animal lovers & in the Walkathon brochure which is received by over 8,000 supporters.
- (Name) logo will be featured on the back of t-shirts.
- (Name) will be given a vendor booth and display with the opportunity to handout samples, coupons, advertisements and sell merchandise.
- Free admission will be available for all (name) employees and their families participating in the event

\$500 Silver Sponsorship

Benefits consist of:

- (Name) will be listed as a sponsor in printed materials, sponsorship banner, brochure, press releases, promotional pieces, the SPCA website which averages 12,000 visitors per month, our quarterly newsletter Paw Prints, which is received by over 5,000 animal lovers & in the Walkathon brochure which is received by over 8,000 supporters.
- (Name) logo will be featured on the back of t-shirts.
- (Name) will be given a vendor booth and display with the opportunity to handout samples, coupons, advertisements and sell merchandise.

\$250 Bronze Sponsorship

Benefits consist of:

- (Name) will be listed as a sponsor in printed materials, sponsorship banner, Walkathon brochure which is received by over 8,000 supporters as well as the SPCA website which averages 12,000 visitors per month.
- (Name) will be featured on the back of t-shirts.
- (Name) will be given a vendor booth and display with the opportunity to handout samples, coupons, advertisements and sell merchandise.

\$100 SPCA Friend

Benefits consist of:

- (Name) will be listed as a sponsor in printed materials, sponsorship banner, the Walkathon brochure which is received by over 8,000 supporters as well as the SPCA website which averages 12,000 visitors per month. **No** vendor booth is available at this level.

2012 Walkathon & Pet Fair Sponsorship Registration Form

Date: Saturday, April 28th, 2012
Location: FDR State Park, Yorktown, New York
Time: 10 AM – 2 PM

Sponsor Deadlines:

- To be printed in the Walkathon Brochure: March 10, 2012
- To be placed on Walkathon T-shirts and Banner: April 1, 2012
- To be placed on the SPCA website, included in our Paw Prints newsletter & in follow-up email blasts: April 20th

Name and Company: _____

Address: _____

State: _____ Zip Code: _____ Phone: _____ Email: _____

Sponsor Categories:

Platinum Sponsorship	\$2,500	\$ _____
Gold Sponsorship	\$1,000	\$ _____
Silver Sponsorship	\$500	\$ _____
Bronze Sponsorship	\$250	\$ _____
SPCA Friend	\$100	\$ _____

Enclosed is my check for \$_____ (payable to SPCA of Westchester)

Charge my credit card: MC VISA AMEX Number: _____ Exp: _____

Signature _____ Date _____

Please send this form along with payment information to:

SPCA of Westchester
Attn: Walk-a-thon
590 North State Road
Briarcliff Manor, NY 10510

Questions? Call Lisa at (914) 941-2896 ext. 22 or email: Lisa@spca914.org
All donations will benefit the SPCA and are tax deductible to the extent permitted by law. Receipt will follow.