

**OREGON HUMANE SOCIETY**  
**Diamond Collar Awards Heroes Luncheon**  
**Sponsorship Overview**

- **Thursday February 23, 2012**
- **Business Lunch format**, time 11:30 am -1:00 pm
- **Venue:** The Governor Hotel in downtown Portland
- **Individual Ticket Price:** \$55



**2011 Diamond Collar Award Honorees** (Left to right) Tony and Midnight; Scott Heiser. Sootv and friend. Matv and Terra Soencer of Leopold Ketel & Partners.



**EVENT DESCRIPTION**

- Meet “real life heroes” — individuals, youth, businesses and/or companion animals — who have demonstrated heroism or made a difference in our community. (For more information, please see “A Snapshot of 2011 Winners.”)
- Event will include sumptuous **luncheon** followed by an **inspiring program**, highlighting the heroism of the Diamond Collar Award winners.
- Event is a friend raiser and fund raiser, and will **culminate with an opportunity *but not obligation* to support OHS programs and services.** Our goal is \$130,000. The Heroes Luncheon will be our preeminent event for 2012..
- **Attractive target market audience:** Members of the business community, as well as major donors. Members and supporters of OHS are generally 35-54+ years old, college educated, higher than average household income, and whose top interests are food/entertainment, current events/public affairs, and home/lifestyle.
- **By sponsoring this event you can:**
  - Connect your brand with the well respected and well loved OHS brand
  - Distinguish your company from the competition
  - Build employee and client/customer loyalty and satisfaction, attract and retain clients/customers
  - Foster a more compassionate community and save lives!

## SPONSORSHIP OPPORTUNITIES

	Sponsorship Levels	Benefits
Patron	\$1000	Table (10), table sign, listing in program,
Silver Sponsor	\$2500	Above, and signage recognition at entrance
Gold Sponsor	\$3500	Above + recognition at stage
Platinum sponsor	\$5000	Above + verbal recognition/opportunity to address attendees + ad in program
Presenting sponsor	\$10,000	Above + recognition on all collateral, have a “hero” seated at your table (optional)

If you are not able to fill a table, we would be happy to use your sponsorship as part of a fund raising “challenge” at the event:

Yes, please use our sponsorship of \$ \_\_\_\_ toward the fund raising challenge

## REGRETS

Sadly, we aren’t able to sponsor the DCA, but please use our contribution of \$ \_\_\_\_ towards the fund raising challenge.

NOTE - If you would like to do so, we encourage you to match the donations of those sitting at their tables. Percentage of match or limits to be determined by you.



## IMPORTANT DEADLINES

Presenting sponsor – to be included on the invitation: December 27, 2011.

All other sponsorships – January 22, 2012

**Don’t miss your opportunity to be a part of this fabulous event.**

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