



Sponsorships & Corporate Teams Overview

WHAT IS DOGGIE DASH?

- A festival for people and dogs at **Waterfront Park** on **Saturday, May 15, 2010**
- Voted “Best Outdoor Pet Event in Portland” – TWO YEARS IN A ROW
- Oregon’s premier pet gathering and celebration with 1000’s of animal lovers
- In Downtown Portland’s Waterfront Park
- Preceded by effective traditional marketing campaign and participant driven e-marketing
- Kicks off with a 3-K bridge to bridge run and walk, as well as The Doggie Dash Classic (1.5 mile walk) and Pancake Breakfast
- Followed by a fun-filled day of performances, interactive demonstrations, fun-filled contests, live music, food and beverages, vendors, kids’ activities, and much more.
- Two terrific media partners – K103 (Clear Channel) and KATU (ABC affiliate)
- 100% of proceeds go to the community programs and services of the Oregon Humane Society

WHAT’S IN IT FOR MY COMPANY?

- Powerful and unique B2C marketing opportunities
 - Access and exposure to a large number of caring animal lovers of all ages – a motivated demographic
 - Align your brand with the well-respected and well-loved OHS brand
 - Increase your bottom line
- Build happiness, comradery and loyalty among your employees
- Meet or exceed your company’s social responsibility goals
- Gain satisfaction by supporting a great community asset and well-rounded non-profit

OHS DOGGIE DASH

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SPONSORSHIP OPTIONS – Highlights

Choose to showcase your products or take advantage of our naming opportunities. For more info on each of the Naming Opportunities see page 5.

We will print your company name on the banners/signage or objects associated with each naming opportunities.

We may be able to tailor additional benefits to your company’s needs. Additional benefits will be based on the value of the sponsorship.

The number of complementary registrations for sponsors depends on sponsorship level.

We can not split a sponsorship between two companies; that is, only one logo or company per sponsorship.

Sponsorships range from \$15,000 - \$1,000

Presenting Sponsors **\$15,000**

- Includes your company logo on Doggie Dash official t-shirt, exclusive recognition on radio and TV spots, prime logo placement in printed advertisements and on OHS Doggie Dash webpage, and
- Receive an optional complementary 20 x 20 canopy

Gold Sponsorships **\$10,000**

Your choice of either a 20 x 20 canopy with custom banner

OR choose from one of following Gold Naming Opportunities

- Incentive Prize Pavilion or
- ~~Green Partner A – Eco friendly re-useable shopping bags or SOLD~~
- Green Partner B – Re-usable water bottles or
- Green Partner C – Other “green” items

SPONSORSHIP OPTIONS – Highlights - continued

Silver Sponsorships

\$5,000

Your choice of either a 10 x 10 canopy with custom banner

OR choose of one of the following Silver Sponsorship Naming Opportunities:

- 3-K and 1-K Course Monitor Stations
- The Finish Line
- Pet Frisbee Demonstration and Performance Arena
- ~~Pancake Breakfast Pavilion + plus \$2,500 of food related expenses – SOLD~~

Bronze Sponsors

\$2,500

Your choice of either a 10 x 10 canopy

OR choose from one of the Bronze Sponsorships Naming Opportunities:

- North Music Stage
- Kid's Pavilion
- Humane Investigations Pavilion
- ~~South (contest) stage SOLD~~
- ~~"You and Fido" Photo Pavilion SOLD~~
- ~~Volunteer Pavilion – includes your company logo on Doggie Dash Volunteers T-shirts – SOLD~~

Best Friends Sponsors

\$1,000

Your choice of either a 10 x 10 booth space

OR choose from one of the following Best Friends Naming Opportunities:

- ~~OHS "Alum" Bandana Tent SOLD~~
- Texting for the Animals Tent
- The Mysteries of Dog Behavior w/ OHS Behavior & Training guru Tanya Roberts Tent
- Traveling with Fido Tent

SPONSORSHIP NOTES

All sponsors are encouraged to provide items of value for the 3000 goodie bags. Please ask for shipping/contact information.

All sponsors are invited to provide gift cards or other prizes for the OHS Silent Auction, the South Stage contests, and gift cards or other prizes for top individual and team fundraisers.

Please ask for details on quantities needed.

All sponsors will also receive:

- Complimentary tables, and chairs, and may have opportunities for additional banner placement.
- Complimentary Doggie Dash Registrations; quantity determined by sponsorship level. For example, Gold Level Sponsors receive 20 complementary registrations.
- Acknowledgement in OHS annual report and magazine (circ. 28,500)
- Logo recognition on OHS Doggie Dash web page (over 121,000 monthly visitors) with a link to your company website
- Use of the OHS Corporate logo for one year in your marketing materials
- Team building or special event location at shelter with Behind-the-Scenes Tour of shelter for up to 10 people, and
- Corporate membership in the OHS Thomas Lamb Eliot Circle, a special membership category for major donors

DEADLINES

- ❖ Sponsorship closing – March 31, 2010 or until filled.
- ❖ Banner and canopy reservations must be received – May 13, 2010

FOOD AND BEVERAGE VENDORS should contact Jane Morrison at 503-416-7084 or janem@oregonhumane.org.



NAMING OPPORTUNITY - Details

Contest (South) Stage

The south end of Waterfront Park is anchored by the Contest Stage. A myriad of fun activities will keep attendees spellbound and entertained. Contests include Silly Pet Tricks, Musical Dogs (like Musical Chairs), Best Singing Duo, Cutest Ugliest Dog and much much more.

Pancake Breakfast Pavilion

To reward the devoted animal lovers for coming down to Waterfront Park on a early Saturday morning and for raising money for OHS, Dashers can partake in a yummy pancake breakfast!

Pet Performance Arena

At the center of all the action, the Pet Performance Arena offers both spectator sports and interactive activities for pet owners and their dogs. Watch the amazing feats of Border Collie International and Free Style Dancing, and learn to do the above activities with your pet.

Finish Line

As they cross the “balloon-arched” Finish Line, every single human and dog will see your brand on the custom made banner with your company logo! You can greet them with a big smile and a hardy congratulations, and/or a special gift or product sample.

The Photo Booth

It’s a Doggie Dash tradition! Everyone wants photos of themselves and their pets. OHS provides all photographers, props, stage sets, and the photographic developing services. The Photo Booth will be centrally located to receive maximum visibility.

The Mysteries of Dog Behavior

You may be psychic 😊, but other pet owners have lots of questions about “Why does Sparky do this or that?” Booth is staffed by members of the OHS Behavior and Training Department. OHS provides copy/content for “Tanya’s Top Ten Tips” handouts which sponsor can print with company logo. (Tanya Roberts heads up OHS’s Behavior and Training Department.)

Traveling with Fido

It’s a skyrocketing trend in the travel/tourism industry. More and more hotels/motels are now pet friendly. People often buy a particular car or RV for travel with their pet’s needs and comfort in mind.

FOOD AND BEVERAGE SPONSORS/VENDORS

Nothing says festive like food and beverage.

There are three ways to partner with OHS:

1. Sell food and/or beverage to Doggie Dash participants and donate a percentage of sales to OHS. Although quantities consumed are not guaranteed, businesses are encouraged to provide a minimum of 500 servings. Vendors must provide signage which states the percentage to be donated; it is not sufficient to state "a percentage of sales will be donated to OHS".
2. Offer food or beverage for a donation with by all donations going to OHS.
3. Use Doggie Dash to debut or promote your product. Pay a \$1,000 fee to distribute free samples of your product. OHS volunteers are available to distribute your product. OHS Volunteers will wear OHS logowear.
4. OHS will not provide tent/canopy. Tents/canopies can be rented from OHS at cost.

All food vendors are required to secure appropriate permits and licenses.

All sponsors/vendors will have opportunities for banner placement on their booth/space.

With a guaranteed minimum donation of \$500, one 10" x 10" canopy and a table with two chairs will be provided free of charge. Documentation stating the guaranteed minimum donation must be received by OHS Corporate Relations Manager by April 23, 2010. Vendors will receive recognition based on retail value of their guaranteed minimum donation.

**For more information please
CONTACT**

Jane Morrison

OHS Corporate Relations Manager
503-416-7084 or cell 503-939-0332

janem@oregonhumane.org

OHS DOGGIE DASH

CORPORATE or FRIENDS & FAMILY TEAMS

CORPORATE TEAM – Option A: With Doggie Dash Sponsorship

As a Doggie Dash sponsor, your co-workers, as well as their friends and families, will receive:

- (a) a limited number of complimentary Doggie Dash registrations,**
- (b) a customized “Your Company” Doggie Dash webpage, and
- (c) if your team raises \$1500 they may receive a complimentary canopy as a gathering place for your company team or guests on the day of the event.

*(**The number of complimentary Doggie Dash registrations for your employees/clients or customers is dependent on which sponsorship level you choose.)*

The “Your Company Team” Doggie Dash webpage would make it possible for the team members to register for the event, set team goals, keep track of the Team’s accomplishments, upload team photos, invite friends and family to join the “Your Company Team”, etc.

CORPORATE TEAM – Option B: Without Doggie Dash Sponsorship

Your co-workers -- as well as their friends and families -- can create a customized “Your Company” Doggie Dash webpage, making it possible for the team members to easily register for the event, set team goals, keep track of the Team’s accomplishments, upload team photos, invite friends and family to join the “Your Company Team”, etc.

BONUS – Complimentary canopy for your team

If your team raises \$2500, OHS will provide your company with a 10 x 10 canopy to use for a gathering place for teammates or use for a company promotion. You must reserve your canopy no later than May 13, 2010

NOTES – Supporting OHS “virtually” – the Lazy Dog option

Registered team members can run or walk or choose to participate “virtually”, aka the Lazy Dog option.

(The Lazy Dog option is ideal for those who are unable to participate because they reside outside of the Portland metro area, or simply because they want to sleep in on a Saturday morning, or due to work schedules.)

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