



# OHS 2011 Doggie Dash

## Partnership/Sponsorships Overview

### WHAT IS DOGGIE DASH?

*A festival for people and pets at Waterfront Park, Portland, Oregon on Saturday, May 14, 2011.  
And it's all for a great cause - the Oregon Humane Society (OHS).*

### Doggie Dash Fun Facts

- Oregonians are animal lovers!
- Voted “**Best Pet Event in Portland**” for three years in a row!
- Grown by over 20% annually.
- Kicks off with a bridge-to-bridge fun run & walk and our very popular Doggie Dash pancake breakfast.
- Followed by performances, contests, live music, food and beverages, vendors, kids’ activities, and much more.
- At downtown Portland’s popular Waterfront Park – close to shopping, hotels, restaurants. Easy access to parking, public transit; within walking distance of many terrific neighborhoods.
- Attracts over 6,000 animal loving consumers, a very attractive demographic worth reaching out to!

### Why you can feel good partnering with OHS?

- **100% of proceeds go to the OHS community programs and services.** OHS is the Northwest's oldest and largest humane society.
- A record number of pets -- over 11,000 -- were adopted from OHS in 2010!
- OHS positively impacts over 10,000 kids each year.
- OHS is your local animal welfare organization, and receives no funding from national humane groups (such as the ASPCA, etc.). OHS relies entirely on private donations to support its adoption, education, and animal cruelty investigation programs. Visit [www.oregonhumane.org](http://www.oregonhumane.org) for more information.

### What’s in it for my company?

*Use this event to demonstrate your company is a great corporate citizen and to achieve your business goals.*

### Powerful and unique B-2-C marketing opportunities

- Preceded by effective traditional marketing campaign and participant driven e-marketing.
- Two terrific media partners – Clear Channel Portland Radio (K103, Z-100, The Brew 105.9, Oldies 106.7, Wild 107.5, KPOJ and KEX) and KATU-TV (ABC affiliate).
- Access, visibility and exposure to a large number of consumers .
- Align your brand with the well-respected and well-loved OHS brand.
- Increase your bottom line!

# OHS DOGGIE DASH

## Team Building

- Build happiness, camaraderie and loyalty among your employees.
- Kick off your employee wellness and health initiative.

## Community

- Gain satisfaction by supporting a great community asset and well-rounded non-profit
- Meet or exceed your company's social responsibility goals

## SPONSORSHIP OPTIONS

Sponsorships range from \$25,000 - \$1,000.

- \$25,000 - Presenting
- \$15,000 - Platinum
- \$10,000 - Gold
- \$7,500 - Pancake Breakfast
- \$5,000 - Silver
- \$2,500 - Bronze
- \$1,000 - Best Friends

## SPONSOR DISCOUNTS

**Significant Discounts** are available to companies that sign up for **multi-event partnerships**, that is, companies who sponsor more than one major OHS event, such as "Diamond Collar Awards" or the "Telethon to End Petlessness."

**Early Bird Discount:** Sign up by February 28, 2011 and receive a 10% discount.

**Referral Discount:** Introduce a new company as a sponsor of the OHS Doggie Dash and receive a discount on your company's 2012 sponsorship. Your discount equals 10% of the new company's 2011 DD sponsorship.

**Category Exclusivity Available:** Enjoy an exclusive sponsorship for your company. Category exclusivity begins with a \$5,000 investment. (See Silver Sponsorships.) Or get category exclusivity and a naming opportunity with a \$10,000 investment. (See Gold Sponsorships.)

**Customize Your Sponsorship:** We may be able to tailor additional benefits to your company's needs.

Contact Jane Morrison, p: 503-416-7084 e: [janem@oregonhumane.org](mailto:janem@oregonhumane.org).

# OHS DOGGIE DASH

## SPONSORSHIP BENEFITS

### Presenting Sponsor \$25,000

- ~~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;~~
- ~~A complimentary 20 x 20 canopy, tables, chairs, etc. in a prominent and highly visible location.~~
- ~~Special permits for parking vehicles in Waterfront Park. (Number of permits TBD)~~
- ~~Your banner at the “Balloon Arched” Finish Line, where every participant will see your brand. Banners can be up to 20’ x 3’. You or your representatives can greet Dashers with a big smile and a congratulations, and/or a special gift or product sample.~~
- ~~Finally, display an additional company banners on the Waterfront Park seawall. **SOLD**~~

### Platinum Sponsorships \$15,000

#### Choose from either:

**A:** A booth to showcase your company’s products and services under a complimentary 20’ x 20’ canopy, affixed with your company’s banner (up to 20’ long). Bonus: Gain addition visibility by displaying another company banner on the Waterfront Park seawall.

#### OR

**B:** One of the following Platinum Naming Opportunities:

- ~~**Goodie Bag Pavilion:** Over 4000 **eco friendly, re-usable shopping bags** with your logo + DD logo will be distributed to all DD registrants. Your company banner (up to 10 feet long) will adorn Pavilion. **SOLD**~~
- ~~**Water Bottle Pavilion:** Your company’s **re-usable water bottles**, distributed to all DD registrants. Your company banner (up to 10 feet long) will adorn Pavilion. **SOLD**~~
- ~~**Starting Line Stage:** Be seen by a captive audience as they line up for the run and the walk. Your company banner can be up to 20’ long and up to 3’ tall. **SOLD**~~

### Gold Sponsorships \$10,000

#### Choose from either:

**A:** A booth to showcase your company’s products and services under a complimentary 20’ x 20’ canopy, affixed with your company’s banner (up to 20’ long)

#### OR

# OHS DOGGIE DASH

## SPONSORSHIP BENEFITS – continued

B: one of the following Gold Naming Opportunities:

- ~~**Registration/Incentive Prize Pavilion:** All registrants will check in on DD day at the **Registration Pavilion**. Special Option: Pre-registration can be held at your location. After Registration, that booth will be re-purposed as the **Incentive Prize Pavilion**. Registrants who were stellar fund raisers pick up their incentive prizes at this Pavilion. Your company banner (up to 10' x 3') will adorn Pavilion. Plus, your company will receive recognition in all incentive related communications, such as the OHS DD website. SOLD~~
- **Team Recruitment/Team Pavilion:** To recruit more Doggie Dash teams in 2011, we will be contacting companies throughout the metro area. Your company logo will be displayed on the online 2011 Doggie Dash Team Tool Kit. We will be emailed team information to major employers, and a number of selected industries, such as veterinarians. We would be happy to explore opportunities to customize an email campaign to industries of specific interest to you. ALSO, on the day of Doggie Dash, all registered teams are encouraged to visit the Team Tent and to enter-to-win team raffle prizes and other special benefits; Your company banner (up to 10' x 3') will be affixed to the Pavilion.
- **Volunteer Pavilion:** All 260 DD volunteers must check in at the Volunteer Pavilion. Your company logo will be printed on all Doggie Dash Volunteers T-shirts. Two of your company's banners (up to 10' x3') can be affixed to the Pavilion. **Special Option:** This sponsorship can be *split*. (See Silver Partnerships below.)

**Pancake Sponsorship** **\$7,500**

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- ~~**Pancake Breakfast Pavilion** – \$5,000 plus \$2,500 of food related expenses. SOLD~~

**Silver Sponsorships** **\$5,000**

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Choose from either:

A. A booth to showcase your company's products and services under a complimentary 10' x 10' canopy, affixed with your company's banner (up to 10' long)

OR

B. One of the following Silver Sponsorship Naming Opportunities:

- ~~**"You and Fido" Photo Pavilion:** Highly desirable location at DD. Two 10' banners locations available on Pavilion. Very popular pavilion. (OHS provides all photographers, props, stage sets, and the photographic developing services.) SOLD~~
- **Dining Tent:** Four 20' banners at this center location. Located near the hugely popular Pancake Breakfast Pavilion.

**Please note:** The Music Stage, the Contest Stage and the Performance Arena have two (2) levels of sponsorship: Gold/Top Dog (\$5000) and Silver/Good Dog (\$2,500)

- "Top Dog" sponsor of the **North Music Stage:** Prominent banner opportunity. Banner can be up to 20' x 3'.

# OHS DOGGIE DASH

## SPONSORSHIP BENEFITS – continued

- “Top Dog” sponsor of the **South Contest Stage**: –Prominent banner opportunity. Banner can be up to 5’ long and up to 5” tall
- “Top Dog” sponsor of the **Center Performance Arena**: Prominent banner opportunity. Banner can be up to 5’ x 3’.

**Please note:** the Volunteer Pavilion, Kid’s Pavilion and Traveling with Fido Pavilion can be split with other companies.

- **Volunteer Pavilion:** Two companies can be split for \$2,500 each. To be exclusive Volunteer Pavilion sponsor, see Gold Sponsorships above for details.
- “Top Dog” sponsor of the **Kid’s Pavilion**: Provide your own kids activities or let OHS provide fun and educational activities for kids of all ages. **Special Option:** Pavilion can be split between four companies. (See Best Friends Sponsorship category below.)
- ~~“Traveling with Fido” Pavilion: Take advantage of the travel trends. Pavilion can be split between four companies, see Best Friends Sponsorship below.~~

## Bronze Sponsors

\$2,500

### Choose from either:

A. A booth to showcase your company’s products and services under a complimentary 10’ x 10’ canopy, affixed with your company’s banner (up to 10’ long)

### OR

B. Choose from one of the Bronze Sponsorships Naming Opportunities:

**Please note:** The Music Stage, the Contest Stage and the Performance Arena have two (2) levels of sponsorship: Gold/Top Dog (\$5000) and Silver/Good Dog (\$2,500)

- “Good Dog” sponsor of the **North Music Stage**: Two available. Includes opportunity to have your banner (up to 4’ x 2’) displayed at stage.
- “Good Dog” sponsor of the **South Contest Stage**: Two available. Includes opportunity to have your banner (up to 4’ x 2’) displayed at stage. Activities include Silly Pet Tricks, Musical Dogs (like Musical Chairs), Best Singing Duo, Cutest Ugliest Dog and much more.
- “Good Dog” sponsor of the **Central Performance Arena**: Four available. Includes opportunity to have your banner (up to 5’ x 2’) displayed on arena fence.
- **Humane Investigations Pavilion:** Your company banner (up to 10’ long) displayed above or beside the OHS Investigations vehicle. Booth is staffed by one of the OHS Investigations Officers.
- **OHS Cat Pavilion:** Where beautiful and expressive photos of OHS cats are on display, cat products are on sale, and cat specialists are available to answer your questions. Opportunity for one banner up to 4’ x 3.5’.
- **Silent Auction Tent:** Central location, placement for 2 of your company’s 10’ banners.

# OHS DOGGIE DASH

## SPONSORSHIP BENEFITS – continued

### Best Friends Sponsors

\$1,000

#### Choose from either

A. A booth to showcase your company's products and services under a complimentary 10' x 10' canopy, affixed with your company's banner (up to 10' long)

#### OR

B. Choose from one of the following Best Friends Naming Opportunities:

- **OHS "Alum" Bandana Tent:** The first 2500 people who have adopted a pet from OHS can pick up an "OHS Alum" bandana for their pet.
- "Good Dog" sponsor of the **Kids Activity Pavilion:** Four available. Your company banner (up to 5' long) hung over one of the four kids activities. For exclusive sponsorship, see Kids Pavilion under Gold Sponsorships (\$5, 000). Design your own activities or let OHS Humane Education Department do all the work.
- **Mysteries of Dog Behavior:** Booth is staffed by 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).

## ADDITIONAL SPONSORSHIP BENEFITS

#### All sponsors will receive:

- **Complementary registrations** for your employees, best clients/customer, friends and family members. (Quantity determined by sponsorship level.).
- Visibility and **Acknowledgement in OHS annual report and magazine** (circ. 28,500);
- Logo recognition on OHS Doggie Dash web page with a **link to your company website;**
- **Use of the OHS logo** for one year in your marketing materials;
- **Use of the OHS Corporate Partner** stickers for your retail/office door or company vehicle(s).
- **Team building/special event at OHS** with Behind-the-Scenes Tour of shelter for up to 10 people;
- **Corporate membership** in the OHS Thomas Lamb Eliot Circle, a special membership category for major donors.

#### All sponsors are encouraged to provide items of value for the 4,000 goodie bags.

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 and, if your company is not located in Portland, please ask for shipping instructions.

**Please note:** Unless otherwise stated in this document, we can not split a sponsorship between two companies. Only one logo or company per sponsorship.

## DEADLINES

- Early Bird closing – February 28, 2011.
- Sponsorship closing – April 15, 2011 or until filled.
- Banner and canopy reservations must be received – May 1, 2011

## FOR MORE INFORMATION,

Please contact

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