

2011 TELETHON SPONSORSHIP OVERVIEW

Connect with Your Community and Support a Great Local Non-profit Live Telethon Broadcast, Oct. 9, 1-5 pm KATU-2 (ABC)

Why should your company sponsor the OHS Telethon?

- Connect your company with one of Oregon's most admired nonprofits
- Reach an educated, engaged audience with above-average incomes
- Best of all, you'll be helping OHS care for shelter pets in need

Early Bird Sponsors

Sign up by Aug. 5 and your company will be included in a direct mail piece that reaches 60,000 targeted households.

Why is the OHS Telethon so popular?

- Oregonians love their pets and love OHS
- KATU broadcasters with name recognition attract viewers
- Fun-filled and fur-friendly programming keeps the audience tuned in
- Live broadcasts from the OHS shelter creates a buzz and draws crowds

OHS: An Organization Making An Impact

- OHS finds homes for more than 11,000 pets annually
- Our Humane Officers investigate nearly 1,000 cruelty complaints each year
- Over 1,400 volunteers and 30,000 annual donors support OHS
- OHS relies 100% on private donations and receives no tax dollars

Sponsorship Opportunities

Presenting Sponsor	\$20,000– Sold
Interview Set Premier Partner	\$10,000
Pavilion Partner	\$10,000
Hourly Partner	\$5,000
Tote Board Partner	\$5,000
Interview Segments Partner	\$3,500 - \$2,500
Phone Bank Partner	\$2,500
Mitch's Mutts Partner	\$2,500
OHS Pets on Parade Partner	\$1,500
Video Partner	\$500
Broadcast Party Partner	\$5,000 - \$1,000

Need more details?

Contact Jane Morrison
OHS Corporate Relations Manager
(503) 416-7084 • janem@oregonhumane.org



SPONSOR BENEFITS

All Sponsors receive:

- Acknowledgement in OHS annual report and magazine (circ. 27,000)
- Use of the OHS corporate logo for one year in your marketing materials
- Your company logo on the OHS "Support Our Business Partners" Web page for one year with a link to your homepage

In addition to the Sponsor Benefits (above), sponsors of \$1,000 or more receive:

- Team building or special event at the OHS shelter with behind-the-scenes tour for up to 10 people
- Corporate membership in the OHS Thomas Lamb Eliot Circle
- Your company collateral inserted into the OHS New Pet Adoption Booklet (period of insertion dependent on your sponsorship level)
- Opportunity to connect face-to-face with adopters and other visitors to OHS

In addition to the \$1,000 Sponsor Benefits (above), sponsors of \$5,000 or more also receive:

- Prominent placement of your company's logo on the OHS Telethon Web page with a link to your Website
- Phone Bank seats for four of your company's employees or guests, wearing your company logo wear, (they can bring their pets on camera, too!)
- Your company's 6 foot banner can be draped in front of the phone bank for one hour
- Extra! We will use your donation as attention-getting "matching money" during the broadcast (see below)

Matching Partner Benefits include:

- Celebrity hosts will repeatedly mention your company's name during the match
- Your company logo is displayed continuously during the match
- Matching Sponsorships will be used to double every donation in a five-minute period
- Research shows that donation "matches" generate the most viewer excitement and interest

SPONSORSHIP DETAILS

Presenting Sponsor \$20,000 (sold)

Receive top billing and recognition on all aspects of the Telethon—before, during and after!

- Top listing of your company in all media prior to the Telethon
- Logo recognition on OHS Telethon Web page
- Top of the hour logo and on-air recognition of your company during the broadcast
- Continuous logo and on-air mentions during the four-hour broadcast

NEW! The Pet Corner "Set" Partner \$10,000

All TV studios need a cool set. For the OHS Telethon this is where exciting interviews happen.

- Your company will be named each and every time the TV celebrity "toss" viewers back to The Pet Corner set
- A banner with your company logo will be visible during all of the interview segments (see "Paw Talk" below)
- And the benefits of all sponsors of \$5,000+



SPONSORSHIP DETAILS *(continued)*

NEW! Pavilion Partners with Kink.FM Radio \$10,000

Get significant exposure on Kink.FM radio as well as all the visitors to OHS!

- Your company will be featured in a schedule of 30-second commercials on KINK.fm which will run the week before the Telethon. The commercials will invite donors to “Your Company’s” Pavilion during the broadcast
- You can offer special promotional products, samples or coupons to those who come by and donate during the broadcast
- On-air recognition frequently throughout the Telethon broadcast
- And the benefits of all sponsors of \$5,000+

Hourly Partner \$5,000

Sponsor an entire hour of the Telethon broadcast!

- Logo and on-air recognition frequently during your hour of the Telethon
- Check presentation or plaque receipt on air by company executive
- And the benefits of all sponsors of \$5,000+

NEW! Tote Board Partner \$5,000

One of the most exciting elements of the show—the Tote Board!

- Your company logo will be highly visible each time KATU TV celebrities go to the Tote Board to see how much money has been raised during the Telethon
- And the benefits of all sponsors of \$5,000+.

“Paw Talk” Interview Segment Partner \$2,500—Upgradeable to \$3,500*

- Segments include as *Happy Tails* (adoption stories), *Memorable OHS Moments*, *Tanya’s Tips*, *Ask the Vet*, and *Stump the (Celebrity) Host*.
- Topics include animal rescues, medical success stories, pet training tips, heart warming adoption stories, and more
- Your company logo shown and on-air mentions “This Interview on (topic) brought to you by _____”
- And the benefits of all sponsors of \$1,000+.

* Upgrade your sponsorship to \$3,500 and we will interview you or your spokesperson, who is an expert in pet nutrition, animal behavior and training, human health, etc.

Phone Bank Partners \$2,500

Put your company front and center, taking calls on the live phone bank!

- Four of your company’s employees or guests, wearing your company logo wear, can staff the Telethon phone bank (they can bring their pets on camera, too!)
- And the benefits of all sponsors of \$1,000+
- Your employee will be interviewed by a celebrity Telethon co-host regarding why your company supports efforts to help animals
- Your representatives will be highly visible on the phone bank front row



NEW! Mitch’s Mutts \$2,500

Sponsor segments on special pets hosted by The Buzz’s (105.1 fm) Mitch Elliott of The Mitch & Daria & Ted Show.

- On-air mention: “Mitch’s Mutts brought to you by _____”
- Your company will be recognized in the The Buzz’s “Mitch’s Mutts” Web page for the featured pet
- And the benefits of all sponsors of \$1,000+.

OHS Pets on Parade Partner \$1,500

Showcasing up to four of our adorable companion animals available for adoption during this highly watched segment.

- On-air mention: “Pet Parade brought to you by _____”
- And the benefits of all sponsors of \$1,000+.

Mini-Documentary Video Partner \$500

Sponsor heartwarming and informative video segments.

- On-air mention: “This video brought to you by _____”
- Your company logo recognition on OHS Telethon Web page
- Your company’s logo on the OHS “Support Our Business Partners” Web page for one year with a link to your homepage

Looking for a sponsorship opportunity that connects your company with OHS's Major Donors and Sponsors?

Broadcast Party Partner \$1,000 - \$5,000

- Join with OHS's Major Donors and Sponsors for the on-site broadcast party at the shelter during the Telethon
 - Experience the thrill of live TV as the Telethon is broadcast live from OHS
 - Mingle with real-life animal heroes
 - Enjoy shelter tours, food and refreshments
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- **Presenting Broadcast Partner \$5,000**
 - **Gold Broadcast Partner \$2,500**
 - **Silver Broadcast Partner \$1,000**

Presenting Sponsor will be identified on the Party Invitation if Telethon Agreement is received by August 5, 2011.

All Broadcast Party sponsors will also receive:

- Recognition—both verbal and with signage—at the Party. (Size and exposure to be determined by sponsorship level)
- Acknowledgement in OHS annual report and magazine (circ. 30,000)
- Use of the OHS Corporate logo for one year in your marketing materials
- Your company logo on the OHS "Support Our Business Partners" Web page for one year with a link to your homepage
- Team Building or special event at the OHS shelter with Behind the Scenes Tour for up to 10 people
- Corporate membership in the OHS Thomas Lamb Eliot Circle

Early Bird Special

Sign up by August 5 and be included in direct mail brochures delivered to 60,000 animal-loving households.



Have questions or need more details?

Contact Jane Morrison, OHS Corporate Relations Manager at (503) 416-7084 or janem@oregonhumane.org



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