



DOGGIE DASH

a fundraiser for Oregon Humane Society



SPONSORSHIP OPPORTUNITIES

This Year, We're Bringing the Dash to the Community!

In the interest of public safety, we have transitioned Doggie Dash 2020 to a completely virtual experience, bringing the fun to Dasher's homes remotely. While we will miss seeing thousands of local dog lovers and their pups in person this year, we are excited to communicate our important work and highlight our incredible community partnerships to those same thousands of individuals through digital and print media.

This means that our sponsors will have even greater opportunities for engagement with the Doggie Dash audience.

The following pages include new sponsor benefits packages for 2020 that maximize corporate partner exposure and get your brand on the radar of every single Doggie Dash registrant, including:

- Inclusion in the Doggie Dash Deals book and post-event email
- Opportunities for your company and your Dash Deals promotion to be mentioned on air during the Doggie Dash pre-event telethon
- Opportunities for distinct social media posts featuring your brand
- Inclusion in the Doggie Dash website, the main source of information for Dashers
- And lots more!



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MARKETING OPPORTUNITIES

NEW!

Doggie Dash Deals

A printed booklet distributed to every registered Dasher, **Doggie Dash Deals** is like a Chinook Book, but just for Doggie Dash sponsors. Doggie Dash Deals provides your company the opportunity to list your website and offer promotions and incentives to thousands of local consumers, leading to sales for your business after the Dash. A webpage of the same offerings will also be made available for Dashers.

Inclusion pending deadline provided by OHS.



NEW!

Doggie Dash Kits

Dashers always look forward to the amazing array of branded merchandise and product samples that our corporate sponsors provide at the Dash. This year, we don't want anyone to miss out on the fun! Physical Dash Kits will be provided to all registered Doggie Dash Teams who fundraise \$750+, and virtual Dash Kits with downloadable content will be sent to all registered Dashers.

Inclusion pending deadline provided by OHS.



NEW!

Pick-up Events

Sponsors at \$5,000+ levels will have the opportunity to host and/or have company presence at a Dash Kits or fundraising prize pick-up event. These events will occur over the course of a few hours on a mutually agreed upon date, and will adhere to social distancing mandates to keep attendees safe. All events will be staffed by OHS.



Digital Media & Event Audience



163,000+ followers



114,000+ email subscribers



Sept. 30 Telethon on KOIN6



4,000+ anticipated Dashers



Community-minded, conscientious consumers



70% of Dashers would prefer to patronize a business that supports OHS

SPONSORSHIP LEVELS

BENEFITS	PRESENTING \$35,000	PLATINUM \$20,000	DIAMOND \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	SMALL BIZ (<10 EMPLOYEES) \$500	SMALL BIZ (1-2 EMPLOYEES) \$250
LOGO ON DOGGIE DASH MAILER AND MAGAZINE INSERT*	✓	✗	✗	✗	✗	✗	✗	✗
VIDEO REMARKS BY SPONSOR SHARED ON OHS DIGITAL MEDIA*	✓	✗	✗	✗	✗	✗	✗	✗
COMPANY VEHICLE AT PICK-UP EVENTS	✓	✓	✗	✗	✗	✗	✗	✗
INCLUSION IN DOGGIE DASH PRESS RELEASES	✓	✓	✓	✗	✗	✗	✗	✗
OPPORTUNITY TO HOST PICK-UP EVENT	✓	✓	✓	✓	✗	✗	✗	✗
CO-BRANDED SOCIAL MEDIA POST*	3	3	2	1	✗	✗	✗	✗
VERBAL MENTION ON TELETHON	✓	✓	✓	✓	✗	✗	✗	✗
FEATURE IN DOGGIE DASH DEALS BOOK*	LOGO & PREMIER PLACEMENT	LOGO & PREMIER PLACEMENT	LOGO	LOGO	NAME	NAME	NAME	NAME
LINK ON DOGGIE DASH DEALS WEBPAGE	LOGO & PREMIER PLACEMENT	LOGO & PREMIER PLACEMENT	LOGO	LOGO	LOGO	NAME	NAME	NAME
OPTION TO INCLUDE ITEMS IN DASH KITS*	✓	✓	✓	✓	✓	✓	✓	✓

*Inclusion pending deadline provided by OHS

WHY AND HOW TO SPONSOR

Shelter Pets Need Your Help

The COVID-19 global pandemic has touched every aspect of our lives, and the challenges facing animals have never been greater.

While we all adjust to a "new normal," homeless animals still need loving families, pets still need emergency medical care, partner shelters still need our help, and animals are still suffering from abuse and neglect.

In the midst of everything, OHS continues to serve the community as we've done for more than 150 years. But we can't keep doing it without your help.

Your support has never been more critical as we face the challenges of this pandemic and the uncertainties of the future.



[CLICK HERE TO SPONSOR!](#)



Oregon Humane Society is a top-rated 501(c)3 nonprofit.

OHS receives no tax dollars nor is it a chapter of a national organization.



ADDITIONAL INFO & FAQs

Additional Benefits

The qualitative good stuff, AKA "the warm fuzzies":

- **ALIGN** your company with the well-respected and well-loved Oregon Humane Society brand
- **SUPPORT** a cause that matters to your clients & customers
- **SUSTAIN** our important lifesaving work
- **FOSTER** a more compassionate community

How Else Can My Company Support OHS?

Create a Corporate Doggie Dash Team!

- **CONNECT** with your team over a shared love of pets
- **ENGAGE** in fun and unique challenges
- **EARN** prizes as a reward for your hard work
- *Teams that raise \$3,000 by Saturday, September 12 will receive a complimentary listing in the Doggie Dash Deals book and webpage!*

What Does My Sponsorship Help to Achieve?

In 2019, supporters like you helped OHS:

- **ADOPT** 11,700+ pets
- **INVESTIGATE** 1,000+ cases of animal abuse and neglect
- **SAVE** 8,000+ dogs and cats transferred to OHS from other overwhelmed shelters
- **TEACH** 12,000+ youth to be advocates for pets and build a more humane society

Can I See a Photo of a Cute Puppy?

Who are we to say no to such a reasonable request:



Contact:

Sarah Yusavitz, Corporate Relations Officer
sarahy@oregonhumane.org or (503) 939-0332



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