



West Suburban Humane Society

Love is a Pet Away

May 21, 2020

Dear Community Business Leader:

With the help of generous business sponsorship and pledge participants, for 27 years, our annual **Barkapalooza Walkathon and Pet Expo** has been a tremendous success. This event is West Suburban Humane Society's largest fundraiser of the year. More than 2,000 animals are helped each year by WSHS and our number continues to grow. Our hope is to build on this success for the sake of all the animals in our region.

This year **Barkapalooza** will be held on **Sunday, September 27th at Lisle Community Park in Lisle. We need your help!** Please consider becoming a sponsor for this important event, alongside Gerald Subaru, The Friendly Vet Animal Hospital, BMO Harris Bank, Hinsdale Animal Cemetery, All Creatures Great and Small, Suburban K9, and many more.

Currently, our plan is to move forward with a live event. If we are unable to hold a live event, we will be hosting a virtual event. What does that mean for our sponsors:

- Your business name and logo will appear on our social media channels, in our quarterly newsletter, on our website, on our event flyer and our event t-shirt and in all advertisements.
- You can provide us with a short video showcasing your company. The video will appear on social media, with over 12,500 followers, and also during our virtual event.

Someone will be contacting you soon so that we can answer any questions you may have. The sooner we can count on your support, the earlier we can begin mentioning your business in the media outlets used for this event (**newsletters, radio, newspaper and community banners**).

Sincerely,

Carolyn Mossberger

Carolyn Mossberger, Executive Director
630-960-9600, ext. 25; Director@wshs-dg.org

Enclosures: Sponsor level details and sponsor application



West Suburban
Humane Society

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Barkapalooza Sponsor Options

Underwriting Sponsor - \$10,000

An underwriting sponsor would cover the costs of our t-shirts, advertising, printing, pledge prizes and signage. Your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Full page ad in our quarterly newsletter for one year
- Ad placement on our web site for one year
- Logo recognition on our web site
- Ongoing announcements at our event recognizing your sponsorship
- Your company name and logo in our quarterly newsletter (over 5,000 subscribers)
- Your company name and logo will be printed on our special event t-shirts
- Your company name will be included in all advertisements (radio, newspapers, flyers and television)
- Your company will be recognized on a large special event banner
- Twelve t-shirts and twelve free passes to our walkathon event

Grand Champion of the Show - \$5,000 Sponsor

- Full page ad in our newsletter
- Logo recognition on our web site
- Ongoing announcements at our event recognizing your sponsorship
- Your company name and logo in our quarterly newsletter (over 5,000 subscribers)
- Your company name and logo will be printed on our special event t-shirts
- Your company name will be included in all advertisements (radio, newspapers, flyers and television)
- Your company will be recognized on a large special event banner
- Six t-shirts and six free passes to our walkathon event

Blue Ribbon Winner of the Show - \$2,500 Sponsor

- Your company name and logo in our quarterly newsletter (over 5,000 subscribers)
- Four t-shirts and four free passes to our walkathon event
- Your company name and logo will be printed on our special event t-shirts
- Your company name will be included in all newspaper ads with logo
- Your company will be recognized on a large special event banner
- Ongoing announcements at our event recognizing your sponsorship

Dogs Best Friend - \$1,000 Sponsor

- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Three t-shirts and three free passes to our walkathon event
- Your company name will be included in our advertisements (newspapers and flyers)
- Your company will be recognized on a large special events banner

Cats Meow - \$500 Sponsor

- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Two t-shirts and two free passes to our walkathon event
- Your company name will be included in our event advertisements (newspapers and flyers)

Barkapalooza Sponsor Options con't

Volunteer T-Shirt Sponsor - \$3,000

By purchasing the volunteer t-shirts, your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Your company name and logo will be prominently featured on the volunteer t-shirt
- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Three t-shirts and three free passes to our walkathon event
- Your company name will be included in our advertisements (newspapers and flyers)
- Your company will be recognized on a large special events banner

Signage Sponsor - \$1,000

By covering our signage costs, your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Three t-shirts and three free passes to our walkathon event
- Your company name will be included in our advertisements (newspapers and flyers)
- Your company will be recognized on a large special events banner

Water Sponsor - \$1,000

By covering our water costs, your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Three t-shirts and three free passes to our walkathon event
- Your company name will be included in our advertisements (newspapers and flyers)
- Your company will be recognized on a large special events banner

Giveaway Bags Sponsor - \$500

By covering the cost of the giveaway bags, your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Your company name and logo will be prominently featured on the giveaway bag
- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Two t-shirts and two free passes to our walkathon event
- Your company name will be included in our event advertisements (newspapers and flyers)

Bandana Sponsor - \$500

By covering the cost of the bandanas, your donation will ensure that all of the money earned at the event will go directly toward the care of the animals.

- Your company name and logo will be prominently featured on the bandana
- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Two t-shirts and two free passes to our walkathon event
- Your company name will be included in our event advertisements (newspapers and flyers)

Contributing Sponsor - \$500

This is a unique sponsorship opportunity! Commit to being a \$500 contributing sponsor. Donate \$1 from every item purchased or service received from your business to the humane society to until you reach your \$500 goal.

- Free vendor space at the event (a \$100 value!)
- Your company name in our quarterly newsletter (over 5,000 subscribers)
- Two t-shirts and two free passes to our walkathon event
- Your company name will be included in our event advertisements (newspapers and flyers)

If you are unable to sponsor one of the listed categories, please feel free to help WSHS through other donations such as company pledge matching programs, or goods and services that can be used by WSHS. Any type of donation is greatly appreciated.



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Pet Expo and Walk Sponsor Application

I would like to be a (insert level) _____
sponsor.

Name _____

Business Name _____

Address _____

City _____ **State** _____ **Zip** _____ **Phone** _____

Method of Payment **Cash ()** **Check ()** **Charge ()**

If paying by credit card, please complete the following:

Card Type _____

Card Number _____

Expiration Date _____

Signature _____

Please return to:
Carolyn Mossberger
West Suburban Humane Society
1901 W. Ogden Ave., Downers Grove, IL 60515
Fax: 630-960-9604
Email: director@wshs-dg.org

Thank you for your support!