

Invitation for Sponsoring the 2017 Animal Adoption Fair

Our 6th annual "Animal Adoption Fair" was a great success. We filled the venue with over 110 exhibitors, and almost 4,500 people. We were able to get 216 animals adopted on the day, which brings our 6 year total to over 1,500 animals that we have gotten adopted out to good homes. This year we're pushing to go over the 1,800 total animal adopted mark, (that's 300 more adoptions) and shoot for at least a 7,500 person attendance.



We had lots of people shopping, watching the entertainment, and roaming for pets and all the things that go with them! Some were original and quite unique...



And some were there looking for their forever homes, just what you expected...



We have again booked the “War Memorial Auditorium” for Aug 20th, 2017 for the 7th Annual “Animal Adoption Fair”. With your help this one will be even bigger and better than last year, and I’d like to get at least 300 animals adopted out this year as our goal! We are the only event that gives FREE spaces to all animal shelters and rescue 501c3’s. (Over 50 last year!) With your support we can keep that an ongoing tradition...



Same as last year, we will manage to get great media coverage and good exposure for the main sponsors, who will get prime booth places at the event and recognition in our programs, banners, flyers, etc.

Sponsorship Levels

River Phoenix Center for Peacebuilding “Animal Crusaders Award” sponsor:

Donate \$1,750 for this award, and have your name on the check at the award ceremony, and on the plaque given to the recipient. The award sponsor will also receive a 1/4 page ad in our program this year reaching hopefully over 7,500 people on the day, and have their logo displayed on all the advertising.



"Main" sponsor. For a \$7,500 minimum donation: You have the event carry your name: The 6th annual "YOUR NAME HERE" Animal Adoption Fair. In addition, your **name will be on everything connected to the event!!!!**

- Choice of booth space(s) and placement at the event.
- Anytime the event is mentioned in the media your name will be there too.
- Mentions throughout the day at the event from the stage.
- Logo and link back to your site on our website.
- A full page ad in our program and website.
- Receipt and Thank You letter for your tax-deductible donation.

Your donation will be used directly to cover costs of the venue expenses!



"Regular" sponsor. For a total cost of \$1500:

- Your logo on all printed materials.
- You get listed with your logo on our website with a link to your website.
- A booth space at the event with 1st choice on available spaces.
- A ¼ page ad in our program and website.
- A promo and mention of your spot from onstage during the event itself.
- Receipt and Thank You letter for your tax-deductible donation.

“Patron” sponsor. For \$500 - \$1,000

- You get listed with your logo on our website with a link to your website.
- You get your logo on our program.
- A 1/8 page (business card size) in our program and website.
- A booth space at the event
- Receipt and Thank You letter for your tax-deductible donation.

“Parking” sponsor. \$2,500 provides free parking for attendees at this, free to the public event, helping to boost attendance. The cost covers the parking fees, parking attendants and security on the day. This would include:

- Your logo on all printed materials
- Your logo on our website with a link back to your site.
- A ½ page ad in our program and website
- 2 promo mentions from the stage during the event.
- A booth space at the event with your 1st pick on available spaces.
- Receipt and Thank You letter for your tax-deductible donation.



"Advertising" sponsor in our program brochure that gets passed out to all 10,000 attendees. We also put the ad on our website as well.

Ad sizes and suggested donations are as follows:

- 1/8 page (business card size) -----\$150.00 donation
- ¼ page size -----\$250.00 donation
- ½ page size -----\$400.00 donation
- Full page -----\$750.00 donation



These examples from the back page of a prior year's program are all ¼ page ads.

All ad money goes to paying for the cost of the programs for this non-profit event, and will be considered a donation for tax purposes and will come with a receipt and Thank You letter as well.

The animals, adoption fair staff, and I thank you for your help and your support. With you we can make this the biggest animal charity event in all of Florida.



We thank our present sponsors and encourage you to join them in this cause!

Checks should be made out to:

Brook Katz or Brookhaven Animal Sanctuary
Coconut Creek, FL 33063

2550 Blue Sage Ave.

This event helps all rescues and shelters in south Florida and saves countless of animals by finding them loving forever homes. We and the animals all thank you for your support.

Sincerely,

Brook Katz – organizer

954-971-4432

www.brookkatz.com

brookkatz@hotmail.com

www.animaladoptionfair.com