



2020 Event Sponsorship Guidelines

Tabitha
Age 2
Loves to play outdoors



Mt. Pleasant
Animal Shelter

Who We Are

For almost 50 years, Mt. Pleasant Animal Shelter has been providing exceptional care for homeless animals, working tirelessly to find every cat and dog it saves a permanent, loving, home. We envision a community where no animals are abused, abandoned, neglected, or homeless.

Supporting Our Cause

Thousands of homeless animals pass through the doors of Mt. Pleasant Animal Shelter to be loved, honored, and cared for. Finding homes for them is a priority, but it is only a part of what we do.

Some animals require higher levels of care which is why we develop programs like **Nicky's Second Chance Fund**. This fund is named after a dog who endured years of abuse and neglect, but found peace and love in her final days at our shelter. Through Nicky's Second Chance Fund animals that, otherwise, might be destined for euthanasia, receive the support they need regardless of the cost.

Compassionate care and humane education leads to successful outcomes for not only our animals, but also the people adopting them. Our animals are our family and are cared for with great affection. This way of thinking is supported not only by our staff, but the **600+ active volunteers** that support the shelter, and our animals, in many different ways.



Why Sponsor Our Event?

Your support will provide funding to save the lives of abused, neglected and abandoned animals, provide additional medical care for animals with special or emergent medical needs and will expand our ability to educate the community and provide programs and services like individualized training made available to families post-adoption, if needed.

- **SUPPORT ANIMAL WELFARE** and save the lives of abused, neglected or abandoned dogs and cats, providing them with a safe place to be until their forever family can be found.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company's reputation as doing good in your community, leading by example for your customers, employees and local residents.

Become a sponsor today! Contact Lorri Caffrey, Development Manager at 973-386-0590 x 20, or by email to developmentmanager@njshelter.org.

Event Sponsorship Opportunities

LEVEL	AMOUNT
TITLE	\$5,000
FASHION SHOW	\$2,500
PET ADOPTION TENT	\$1,000
PET CONTESTS	\$500

TITLE SPONSOR—\$5,000

Recognition as the **TITLE SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Logo with direct link to company's website featured on event page and social media channels

Recognition as title sponsor on all event-related promotional collateral including flyers, posters, signage, and email as "Pet Palooza & Food Truck Festival, presented by..."

Posters displayed at company and community-related locations

One 4' x 6' banner displayed at event and on Mt. Pleasant Animal Shelter premises for 1 year

On/Off Site Exposure:

On-stage recognition at the event via 4 PA announcements

Company-provided materials included in goody bag

Prime tent placement at event

Company provided materials included on information table at all Mt. Pleasant Animal Shelter events for 1 year.

Upgraded 20' x 20' vendor space with 1 canopy, 1 eight-foot table and two chairs

Other Benefits:

10 Complimentary admission tickets



*Tweed
Age 1
Loves to curl up
in his blanket*

*They're our family
until they are yours.*



njshelter.org
973-386-0590
info@njshelter.org

FASHION SHOW SPONSOR—\$2,500

Recognition as the **FASHION SHOW SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Logo with direct link to company's website featured on event page and event day signage

Mentions in Fashion Show social media promotions

Posters displayed at company and community-related locations

On/Off Site Exposure:

Recognition at the event via 3 PA announcements

Company-provided materials included in goody bag

Prime tent placement near fashion show

10' x 10' vendor space with 1 canopy

Guest judge spot at fashion show

Other Benefits:

2 Complimentary admission tickets

PET ADOPTION SPONSOR—\$1,000

Recognition as the **PET ADOPTION SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Logo with direct link to company's website featured on event page and event day signage

Mentions in Fashion Show social media promotions

On/Off Site Exposure:

Recognition at the event via 2 PA announcements

Company-provided materials included in goody bag and at our adoption events for 1 year

Prime tent placement near adoption tent

10' x 10' vendor space with 1 canopy

Other Benefits:

2 Complimentary admission tickets

CONTEST SPONSOR—\$500

Recognition as the **CONTEST SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Logo with direct link to company's website featured on event page and event day signage

Posters displayed at company and community-related locations

On/Off Site Exposure:

Recognition at the event via 1 PA announcement

Company-provided materials included in goody bag

Guest contest judge

10' x 10' vendor space with 1 canopy

Other Benefits:

2 Complimentary admission tickets



Sponsor Application

CHOOSE YOUR LEVEL BELOW	
<input type="checkbox"/> TITLE	\$5,000
<input type="checkbox"/> FASHION SHOW	\$2,500
<input type="checkbox"/> PET ADOPTION TENT	\$1,000
<input type="checkbox"/> PET CONTESTS	\$500

Name: _____ Organization: _____

Address: _____

Phone: _____ Email: _____

Payment Method: ☐ Check ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: _____ Exp. Date: _____ CVV Code: _____

Name on Card: _____ Signature: _____

Mail this form and your payment to: Mt. Pleasant Animal Shelter, 194 State Route 10 West, East Hanover, New Jersey, 07936.

Applications must be received by August 30, 2020, to guarantee listing in the event materials. If you have any questions, please do not hesitate to contact us as developmentmanager@njshelter.org. We look forward to seeing you in October.