



# PAWSFEST

Walk! Run! Play! 

October 6th, 2018 at Southern Village in Chapel Hill. Benefits animals in need!

## Sponsor and Vendor Opportunities

Share our reach! Paws4ever's 14th annual PawsFest will draw a crowd from around the Triangle and Triad for a family-friendly walk and festival in Southern Village in Chapel Hill. Learn more about the event at [tiny.cc/PawsFest2018](http://tiny.cc/PawsFest2018)!

Event sponsorships and vendor spaces are the perfect opportunity to get your business in front of our audience.

Event sponsorship benefits include promotions across many platforms — including shirts, signs, and social media mentions — as well as perks like year-round sponsor recognition and a free vendor space at the event!



### Paws4ever Market Reach:

|                     |                       |
|---------------------|-----------------------|
| Local Advertising:  | Raleigh to Greensboro |
| Facebook Likes:     | 5,000+                |
| Email Contacts:     | 5,600+                |
| Paws4ever.org:      | 2,500+ Visitors/Month |
| 2017 Event Website: | 4,536 Page views      |

Contact Sondra Jones: 919.241.8438 ext. 104 or [events@paws4ever.org](mailto:events@paws4ever.org)

Paws4ever is dedicated to creating and growing lifetime relationships between pets and people through adoption, training, education & care.

# SPONSORSHIP LEVELS

Custom *Leader of the Pack* Sponsorships above the \$5000 level are available!  
 Contact Sondra Jones at [sondra@paws4ever.org](mailto:sondra@paws4ever.org) or 919.241.8438 ext.104 for details.



|   | Faithful Friend<br>\$5,000 | Top Dog<br>\$2,500 | Cat's Meow<br>\$1000 | Mighty Muttt<br>\$500 | Purrfect Pal<br>\$250 | Helping Paws<br>\$100 |
|---|----------------------------|--------------------|----------------------|-----------------------|-----------------------|-----------------------|
| <b>Pre-Event Benefits</b>                             |                            |                    |                      |                       |                       |                       |
| Social Media Mention(s)                               | Individual & Group         | Individual & Group | Individual & Group   | Individual & Group    | Group                 |                       |
| Recognition in Event Emails                           |                            |                    |                      |                       |                       |                       |
| Recognition and Link on <a href="#">Event Website</a> | Logo                       | Logo               | Logo                 | Name                  | Name                  | Name                  |
| PawsFest Tickets                                      | 8                          | 6                  | 4                    | 2                     | 2                     |                       |
| <b>Event Day Benefits</b>                             |                            |                    |                      |                       |                       |                       |
| Logo on walker badge / bib                            |                            |                    |                      |                       |                       |                       |
| Recognition in Remarks                                |                            |                    |                      |                       |                       |                       |
| Logo on Banner  | Large                      | Large              | Standard             | Standard              |                       |                       |
| Logo Sign(s) on Route                                 | 3                          | 2                  | 1                    | Group                 |                       |                       |
| Recognition on T-Shirts & Programs                    | Logo                       | Logo               | Logo                 | Name                  | Name                  |                       |
| Promo Items in Event Packets                          |                            |                    |                      |                       |                       |                       |
| Booth Space (Limited Availability)                    |                            |                    |                      |                       |                       |                       |
| <b>Year-Round Benefits</b>                            |                            |                    |                      |                       |                       |                       |
| Recognition on Paws4ever Website & Partner Signs      | Logo                       | Logo               | Logo                 | Name                  |                       |                       |
| Promo Item Placement in Client Bags (as space allows) |                            |                    |                      |                       |                       |                       |
| Business Card Placement                               |                            |                    |                      |                       |                       |                       |



# Sponsor & Vendor Registration

Please fill out completely and return with payment.  
Deadline for inclusion in printed materials: September 10th

Organization/Business: \_\_\_\_\_  
(as you would like to be recognized)  
Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website URL: \_\_\_\_\_  
Address: \_\_\_\_\_

Sponsors:  
\_\_ Faithful Friend (\$5000)      \_\_ Top Dog (\$2500)      \_\_ Cat's Meow (\$1000)  
\_\_ Mighty Mutt (\$500)      \_\_ Purrfect Pal (\$250)      \_\_ Helping Paws (\$100)

For \$1000 and above, please send high-resolution PNG, AI, or EPS logo file to [communications@paws4ever.org](mailto:communications@paws4ever.org).

**For sponsors only:** Would you like to use your complimentary vendor/booth space?     Yes     No  
(Limited availability)

Vendors:  
\_\_ Vendor Space Only (no sponsorship) (\$50)

Payment Information:  
\_\_ Check made out to Paws4ever is included    \_\_ Pay by credit card over the phone: call 919.241.8438 ext.104

### Guidelines

- All vendor spaces are 10x10. Vendor is responsible for tables, chairs, tents, and signage. Electricity and water hookups are not available.
- PawsFest will take place rain or shine, and vendors are responsible for protecting products from sun, wind, or rain.
- Instructions for vendor setup and break down will be shared in advance of the event. Vendors must follow instructions, including time windows for set up and break down.
- No vehicles allowed on the Green, but parking is available around the perimeter of the Green for convenient setup.
- Each vendor is responsible for their own property. Paws4ever assumes no liability for theft, loss, or damage to any product, display, or property of any vendor.

### Weather Policy

- The event will take place on October 6th, unless there is catastrophic weather. If such weather occurs, a message announcing the cancellation of the event will be recorded on the Paws4ever phone system (919.241.8438) or posted on [paws4ever.org](http://paws4ever.org), and Paws4ever's Facebook page.
- There is no rain date for this event.
- If PawsFest is canceled due to weather, vendor fees will not be refunded, but will be designated as a donation to Paws4ever.

I have read and agree to abide by the guidelines and weather policy listed above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail to: 6311 Nicks Rd. Mebane, NC 27302 Fax to: 877.268.7014  
Scan and email to: [events@paws4ever.org](mailto:events@paws4ever.org)  
Questions? Contact Sondra Jones at [events@paws4ever.org](mailto:events@paws4ever.org) or at 919.241.8438 ext. 104