

21st Annual
WALK RUN
for the
2012 ANIMALS

Sponsorship
Opportunities
Saturday, May 5th



Humane Society
FOR SOUTHWEST WASHINGTON

Developing Partnerships

Our sponsorship packages offer your business the opportunity for visibility within the community, recognition in event promotional materials and media exposure. To further benefit your company, we are happy to discuss online or sales promotions, hospitality options, and distribution of your promotional materials. Development of long-term partnerships to help your organization attain your marketing goals is our focus. To discuss opportunities, please contact our Development Director, Courtney Givens, 360.213.2615 or email at cgivens@southwesthumane.org.

Cause Related Marketing ~ Benefits to Business

Cause Related Marketing provides marketing and PR opportunities with a feel-good approach. The added charitable component helps solidify an emotional commitment to brands where traditional advertising falls short.

Increased Brand Awareness

- 77% of consumers said their purchasing decisions were influenced by their perceptions of a company's involvement in the community. ***
- 74% said they chose not to do business with companies perceived as not acting with the best interests of the community in mind. **
- 84% of companies agree volunteerism improves a company's public image. **

Increased Financial Results

- 75% of people are willing to pay more for a product from a socially responsible company.*
- "Giving back to the community" is one of the top three core areas that the public uses to judge corporate responsibility.*

* Penn, Schoen & Berland Associates, 2009

** Points of Light, 1999 *** Corp. Citizenship Study, 2002



Demographics

According to the Census, Clark County is among the nation's 50 fastest growing counties in terms of net population increase.

Clark County is the fastest growing community in the Pacific Northwest.

According to the Census Bureau, Clark County was home to more than **435,600 residents** in 2010.

Family in Portland-Vancouver-Beaverton Metro Area, OR

- The median age is 35.8.
- 53% of people in the area are married. 11.44% are divorced.
- The average household size is 2.5 people.
- 24% of people are married, w/ children.
- 8.38% have children and are single.

The Portland-Vancouver-Beaverton Metro Area is ranked the 3rd most Humane city in the states by the Humane Society of the United States.

The Humane Society for Southwest Washington cares for more than **10,000** animals every year.

Walk Run for the Animals

Our 21st annual Walk Run for the Animals is the first Saturday in May at Esther Short Park. Nearly 800 walkers, 80 runners, 500 companion animals, including a ferret and a miniature horse travelled along the Columbia River in 2011. Participants enjoy live music, pet contests, training demonstrations, a fanfare of animal-related booths and other goodies. The annual Humane Society Walk Run for the Animals is an ideal event to promote brand recognition for your company and to communicate with a target audience of compassionate families in Southwest Washington and the Portland Metro area.

Sponsorship Benefits	Presenting \$10,000 Limit 1	Top Dog \$7,500 Limit 5	Cool Cat \$5,000 Unlimited	Hospitality Hound \$3,500 HSSW Provides t- shirts for participants Limit 1	Arf Scarf \$3,000 HSSW provides pet kerchiefs Limit 1	Doggie Bag \$2,500 HSSW provides pet kerchiefs Limit 1	Tail Wagger \$1,000 Unlimited
Banner displayed at the event (Banner supplied by sponsor)	♥						
Opportunity to speak at event	♥						
Recognition in all Entercom radio spots/ads (approx.\$100,000 value)	♥						
Recognition in Press Releases	♥	♥					
Recognition in all advertisements*	♥	♥					
Logo and direct link on website	♥	♥	♥				
Recognition in brochure* (12,500 distributed)	♥	♥	♥	♥	♥	♥	♥
Recognition in WAGMag* (10,000+ impressions)	♥	♥	♥	♥	♥	♥	♥
Product giveaway opportunity (Product supplied by sponsor up to 500 pieces)	♥	♥	♥	♥	♥	♥	♥
Introduction at event	♥	♥	♥	♥	♥	♥	♥
Recognition on website	♥	♥	♥	♥	♥	♥	♥
Vendor Booth	♥	♥	♥	♥	♥	♥	♥

Sponsorship pricing listed above requires a commitment by February 20, 2012. All figures are based on 2011 event and are subject to change. * Print deadline 3/2/2012



Leader of the Pack Competition

In addition to sponsorship opportunities, organizations are encouraged to form a Pack. A Pack is a group of six or more fundraisers who band together to increase their fundraising potential and build awareness for their affiliated organization. Companies may choose to create several Packs within their organization to encourage competition and camaraderie. Packs compete for the top fundraising honor – the **Leader of the Pack** trophy, as well as recognition for **Best Dressed**, and **Most Creative Name**. Packs are a great way to gain exposure at the event as teams walk together in branded apparel, carry signs and showcase their compassion for our cause. Packs have proven to be successful and memorable team-building exercises. Interested in forming a pack? Contact Courtney Givens at cgivens@southwesthumane.org for all the details!

Sponsorship Commitment Form

I will support the Humane Society for Southwest Washington with a sponsorship of...

Walk Run for the Animals

- | | |
|---|----------|
| <input type="radio"/> Presenting | \$10,000 |
| <input type="radio"/> Top Dog | \$7,500 |
| <input type="radio"/> Cool Cat | \$5,000 |
| <input type="radio"/> Hospitality Hound | \$3,500 |
| <input type="radio"/> Arf Scarf | \$3,000 |
| <input type="radio"/> Doggie Bag | \$1,500 |
| <input type="radio"/> Tail Wagger | \$1,000 |



☐ Payment is enclosed

☐ Please send me an invoice for my sponsorship

☐ Please Charge

☐ Visa

☐ Master Card

Card Number _____ Exp _____

Contact Name _____

Organization _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Authorized Signature _____



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