



2016

# CORPORATE SPONSORSHIP OPPORTUNITIES



SUNDAY, SEPTEMBER 11, 2016  
Mother's Beach, Kennebunk



Now in its 22nd year, Strut Your Mutt is the biggest, and best, dog walk around! The scenic 2 mile stroll along Kennebunk's beaches is a major fundraiser for the Animal Welfare Society, bringing in much-needed funds for pet medical care.

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**Festivities including games, contests, music and dancing, are held at Mother's Beach, providing hours of entertainment for more than 300 people and pooches.**

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Thanks to the generosity of our underwriting sponsor, **Kennebunk Savings**, 100% of corporate sponsorships, as well as registration fees and pledges, directly support medical and veterinary care for pets in need.



The Animal Welfare Society, incorporated in 1967, is a private, 501(c)(3) non-profit humane society. AWS is an open-admission No Kill\* shelter serving York County, Maine. AWS operates an animal shelter and adoption center in West Kennebunk and offers life saving community programs including Pets and Women to Safety, Paws in Stripes, Paws Across America, Humane Education, Behavior and Training classes and an in-house veterinary clinic. AWS serves as the animal control impound facility for 21 municipalities in York County. AWS is also home to the Cleo Fund providing spay/neuter assistance to individuals and feral cat colony advocates statewide.

In 2015, AWS cared for 3,501 cats, dogs, rabbits and other animals in need and achieved a live outcome rate of 97%. We are able to fulfill our mission through the generosity of those who contribute through donations, pledges and bequests. These funds go directly toward the care of the animals at the shelter and to programs that benefit the people and animals in our communities.

\*AWS defines a No Kill shelter as an animal shelter that does not kill healthy or treatable animals regardless of space or length of stay. As an adoption guarantee organization we reserve euthanasia only for unhealthy animals that are terminally ill and cannot be treated or those with behavior that is dangerous to public safety.



# WHY SHOULD MY BUSINESS BE A SPONSOR?



STRUT YOUR MUTT BRINGS TOGETHER PET OWNERS, PET LOVERS AND FAMILIES FROM SOUTHERN MAINE AND SEACOAST NEW HAMPSHIRE. IT'S IS ONE OF THE AREA'S LEADING ANIMAL WELFARE EVENTS AND IS THE PRIMARY FUNDRAISER FOR THE ANIMAL WELFARE SOCIETY.



**SUPPORT** the medical care and well-being of thousands of pets in Southern Maine



**ASSOCIATE** your company's brand with the well-loved and well-known AWS brand



**ADVERTISE** in the local community leading up to the event through a variety of media including Facebook, website and print



**REACH** hundreds of community-minded animal-lovers through signage and banners at the event



**INTRODUCE** your product or service to new customers with a booth at the event



**PROVIDE** an enriching team building activity for your staff and their beloved dogs

# SPONSORSHIP LEVELS

	PACK LEADER \$2,000	BEST FRIEND \$1,200	COMPANION \$600	BUDDY \$200
<b>Banner* at Finish Line</b> <i>Banner provided by AWS</i>	✓			
<b>Invitation to Address Crowd Before Walk</b> <i>Share briefly about your business to 300+ attendees</i>	✓			
<b>Logo/link on AWS Website &amp; Online Fundraising Website</b> <i>More than 260,000 views monthly</i>	✓			
<b>Logo in Mailed Registration Packet**</b> <i>Sent to more than 20,000 community homes</i>	✓			
<b>Logo in Brochure**</b> <i>More than 5,000 distributed throughout the community</i>	✓			
<b>Dog Activity &amp; Contest Area Sponsor</b> <i>One available: first come, first served</i>	✓			
<b>Puppy Play Area Sponsor</b> <i>Four available: first come, first served</i>	✓			
<b>Kids' Area Sponsor</b> <i>One available: first come, first served</i>	✓			
<b>Logo on Paid Advertisements</b> <i>Advertisements in five local newspapers</i>	✓			
<b>Logo and Link on Facebook Event Listing</b> <i>Exposure to more than 14,000 followers</i>	✓			
<b>Logo and Link in Event E-blast</b> <i>Sent to more than 8,000 subscribers</i>	✓			
<b>Press Release Highlight of Business</b> <i>Sent to more than 40 local media outlets</i>	✓			
<b>Complimentary Squad Registration</b> <i>Squads are 10-20 members and their dogs</i>	✓			
<b>Complimentary Team Registration</b> <i>Teams are 4-9 members and their dogs</i>		✓		
<b>Complimentary Pair Registration</b> <i>Pair registration is 2 people and their dogs</i>			✓	
<b>Event Sponsor T-Shirts***</b> <i>Special t-shirts for your business' attendees, based on comp. registration</i>	✓	✓	✓	
<b>Listing/Link on AWS Website &amp; Online Fundraising Website</b> <i>More than 260,000 views monthly</i>		✓		
<b>Water Stop Sponsor</b> <i>Three available: first come, first served</i>		✓		
<b>Name and Link in Event E-blast</b> <i>Sent to more than 8,000 subscribers</i>		✓		
<b>Name and Link on Facebook Event Listing</b> <i>Exposure to more than 14,000 followers</i>		✓		
<b>Listing in Mailed Event Packet**</b> <i>Sent to more than 20,000 community homes</i>		✓		
<b>Name in Brochure**</b> <i>More than 5,000 distributed throughout the community</i>		✓		
<b>Pet Pavilion Sponsor</b> <i>Two available: first come, first served</i>			✓	
<b>Sign* with Logo at Walk Turn Around</b> <i>Provided by AWS</i>			✓	
<b>Invitation of a Booth in Event Sponsor Area</b> <i>Connect with the crowd with giveaways, contests or sales</i>	✓	✓	✓	✓
<b>Space in Goody Bag for Trinkets, Coupons or Gifts</b> <i>Goody bags (250) provided to all walkers</i>	✓	✓	✓	✓
<b>Advertisement in Event Program</b> <i>Ad size based on sponsorship level</i>	✓	✓	✓	✓

**Please note:**

\*Banners and signage are provided by AWS as part of your sponsorship. Please submit logos to [kerrie@animalwelfaresociety.org](mailto:kerrie@animalwelfaresociety.org)

\*\*Commitment needed by July 8th for printing deadline.

\*\*\*Registration deadline is August 1st to guarantee t-shirts

## SPONSOR REGISTRATION INFORMATION

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Please List My Business As \_\_\_\_\_  
*(Please print exactly what you would like to appear on all promotional materials.)*  
Billing Address (if different) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## PAYMENT INFORMATION

Check payable to Animal Welfare Society enclosed  
 Charge my sponsorship  
     Full amount    Installments *(we will contact you to set up a plan)*  
 Visa    Mastercard    American Express  
Card Number \_\_\_\_\_  
Expiration \_\_\_\_\_ / \_\_\_\_\_ Security Code \_\_\_\_\_  
Name on Card \_\_\_\_\_

## SELECT YOUR SPONSORSHIP LEVEL & BENEFITS

**PACK LEADER**  
\$2,000

- A representative will be at the event to speak
- I will have a table/booth at the event
- I will provide 250 items for the goody bags
- My company will register a squad to walk
- I will sponsor the Kids' Area *(Only one available: first come, first served)*
- I will sponsor the Puppy Play Area *(Only one available: first come, first served)*
- I will sponsor the Dog Activity & Contest Area *(Only one available: first come, first served)*

**BEST FRIEND**  
\$1,200

- I will sponsor a Water Stop *(Only three available: first come, first served)*
- I will have a table/booth at the event
- I will provide 250 items for the goody bags
- My company will register a team to walk

**COMPANION**  
\$600

- I will sponsor the Pet Pavilion *(Only two available: first come, first served)*
- I will provide 250 items for the goody bags
- I will have a table/booth at the event
- I will register a pair to walk

**BUDDY**  
\$200

- I will have a table/booth at the event
- I will provide 250 items for the goody bags

## RETURN THIS FORM TO



Kerrie Leclair, *Director of Development*

**Animal Welfare Society**

**PO Box 43**

**West Kennebunk, ME 04094**

**E:** kerrie@animalwelfaresociety.org   **T:** 207-985-3244 x123