



**Saving Animals From Euthanasia  
Presents the 2010**



# Arizona Animal Fair!

## What Is The Arizona Animal Fair?

The Arizona Animal Fair (AAF) is an annual festival **attended by over 8,000 people and their pets**. It is the largest event of its kind in Arizona and one of the largest in the entire Southwest!

The fair features six arenas of non-stop demonstrations such as professional Frisbee teams, miniature horses, agility, training demos, doggie dancing, police K-9 units, as well as search and rescue dogs.

**More than 100 exhibitor booths** provide the opportunity to shop and try the latest pet products & services, as well as learn from industry and pet rescue experts...there will be plenty of great animals available for adoption as well!

This important community event benefits the entire Tucson community. AAF encourages community collaboration and cooperation among nonprofit animal rescue and welfare agencies. It also advances community health and welfare interests and actively supports the reduction of animal euthanasia through education, adoption and microchipping. Animal rescue and welfare organizations are readily able to network with each other and to identify agencies previously unknown to them. In the unique format of the Arizona Animal Fair, ideas are shared and explored, which may lead to innovative strategies for addressing the euthanasia problem.

**All proceeds are returned to the animal rescue community.**

The Arizona Animal Fair promotes community volunteerism. Every aspect of the event is developed and implemented by volunteers. Through this process, AAF increases public awareness of the contributions of volunteers to SAFE and to the larger community in general. Additionally, AAF motivates people to make a commitment to volunteer and maintain or increase their current level of involvement. The annual production cost of the fair is approximately \$30,000. Since the animal rescue agencies, which make up two-thirds of the vendors, cannot afford the booth fees required to make the event self-sustaining, SAFE is soliciting your support through sponsorship dollars.

### Why Should You Be a Sponsor?

Participating in a major community activity develops a sense of belonging, which is important for every company. AAF sponsorship provides a unique opportunity for your company to focus its public relations, marketing initiatives, products and services on a receptive, relevant, and focused audience with a known interest in animals.

**With a financial investment ranging from \$25 to \$10,000 you can reach over 8,000 consumers while helping the Arizona Animal Fair meet its community objectives.**

### **Just some of the animal rescue groups who participate in the Arizona Animal Fair:**

- Saving Animals From Euthanasia (SAFE)
- Akita Advocates
- Amazing Aussies Lethal White Rescue
- Animals' Crusaders
- Animals Gone Wild Rescue
- Arizona Basset Hound Rescue
- Arizona Llama Rescue
- Arizona Pug Adoption
- Arizona Great Pyr Rescue
- Arizona Siberian Husky Rescue
- Arizona Greyhound Rescue
- A.S.A.P. Rescue
- Casa de los Gatos
- Cold Wet Noses
- English Springer Spaniel Rescue
- Equine Voices
- Foundation for Animals In Risk
- Ferret Friends
- HOPE Animal Shelter
- Humane Society of Southern Arizona
- IMPS
- MinPin Haven
- National Anatolian Shepherd Rescue
- New Hope Cattle Dog Rescue
- Rescue a Golden of AZ
- Rescued Helpers
- Safari Cats Rescue
- Save A Chihuahua Rescue of Tucson
- Southern Arizona Beagle Rescue
- Southern Arizona Boxer Rescue
- Southern Arizona Rabbit Rescue
- Tucson C.A.R.E.S.

*During the month of February, the AAF web site [www.azanimalfair.com](http://www.azanimalfair.com) has over 100,000 hits!*



**Who Is The Host Body?**

**Saving Animals From Euthanasia**

Saving Animals From Euthanasia (SAFE) is committed to eliminating the euthanasia of adoptable companion animals through the development of a community-based, comprehensive homeless companion animal management program. As one means of implementing this goal, SAFE created the Arizona Animal Fair, which works to reduce the euthanasia of adoptable animals in three ways: education, identification and adoption.

**Check out our 2009 supporters...the fair would not be possible without them!**



*SAFE honors their sponsors! Custom engraved plaque of appreciation designed exclusively for sponsors of the Arizona Animal Fair. Thank you to Debbie at ArtZenGraving for personally creating this piece of art for SAFE.*



# Arizona Animal Fair Sponsorship Opportunities

There are many levels of support & sponsorship. Each successive level provides more opportunities for exposure through on-site and pre-event promotion. Although each level has promotional benefits associated with it, we always welcome proposals for new and innovative sponsorships.

## **Title Sponsor                      \$10,000**

Only 1 available. Company receives special recognition and exposure throughout entire event. Package includes billing over entire Animal Fair with logo & company name on ALL event signage, marketing materials (including television, radio and print media advertising), company mentioned in press release, full-page ad in event program, plus link on web site. Also includes tented 10' x 10' booth, a beautiful title sponsor plaque, company logo on Animal Fair t-shirt, 2 free event t-shirts.

## **Tent Sponsor                      \$3,500**

Only 1 available. Perfect for lecture series and activities/promotions of a more one-on-one nature, includes unrestricted\* use of tent for marketing/demo/educational/entertainment purposes, 20'x40' tent with (3) solid sidewalls (space will accommodate 80-100 people), PA system with 2 speakers & mic, (3) 8' banquet tables with floor-length linens, up to 80 chairs, basic table/chair set-up per sponsor's direction. Additional options available. Also includes recognition in print media advertising, company name on Animal Fair t-shirt, ½ page ad in event program, link on web site, 2 free event t-shirts, engraved plaque of appreciation for support.      \*Cannot conflict with activities in other arenas.

## **Arena Sponsor                  \$2,500**

Only 1 available. Use of 40'x 40' fenced arena with PA system & access to power, unrestricted\* use of arena for marketing/demo/educational/entertainment purposes, one 10'x20' tented booth plus staging area, recognition in print media advertising, company name on Animal Fair t-shirt, ½ page ad in event program, link on web site, 2 free event t-shirts, engraved plaque of appreciation for support.      \*Cannot conflict with activities in other arenas.

## **Top Dog Sponsor              \$1,500**

Display up to four banners at event, recognition in print media advertisement, link on Animal Fair web site, ½ page ad in event program, up to 300 square feet of exhibitor space, company name on Animal Fair t-shirt, free event t-shirt, listing on web site, engraved plaque of appreciation for support.

## **Good Puppy Arena Sponsor    \$1,000**

Share demo arena with non-profit group to promote your group/business; minimum of (5) 15-minute time slots *between scheduled performances\** to utilize fenced arena & PA system. Includes one 10' x 10' vendor space, display up to three banners at event, company name on Animal Fair t-shirt, free event t-shirt, listing on web site, certificate of appreciation for support.

*\* Limited availability, use of arena cannot interfere with slated group's schedule or set-up.*

## **Official AAF T-shirt Sponsor — \$1,000    NO LONGER AVAILABLE**

Only 1 available. In exchange for underwriting this expense, sponsor has their company logo featured prominently on the *front* of the official event t-shirt (given to over 100 volunteers to wear during and after the event). Also includes free event t-shirt, listing on web site, listing in event program, certificate of appreciation for support.

**Official Event Program Sponsor      \$1,000**

Only 1 available. In exchange for underwriting this expense, sponsor has their company logo featured prominently on the *front* of the official event program (2,000 distributed during event). Also includes (2) full-page ads in program, free event t-shirt, listing on web site, certificate of appreciation for support. **In-kind sponsorship welcome in lieu of underwriting expense!** Feel free to request sample of 2009 program.

~~**Beer Garden Sponsor      \$750**~~    **NO LONGER AVAILABLE**

Only 1 available. Display up to three banners *in the Beer Garden*, company name on Animal Fair t-shirt, business card ad in event program, free event t-shirt, listing on web site, listing in event program, certificate of appreciation for support. Sponsor is strongly encouraged to provide promotional materials (flyers, give-aways, coupons, balloons, logo items, etc) for distribution throughout the Beer Garden. Live music featured from 12-4pm.

**Super Adoptions Sponsor      \$700**

Only 1 available. Display up to three banners at event, one 10' x 10' vendor space *in Super Adoptions* to promote your company or product, company name on Animal Fair t-shirt, business card ad in event program, free event t-shirt, listing on web site, listing in event program, certificate of appreciation for support.

**Happy Cat Sponsor      \$650**

Display up to two banners at event, one 10' x 10' vendor space, company name on Animal Fair t-shirt, business card ad in event program, free event t-shirt, listing on web site, listing in event program, certificate of appreciation for support.

**Food Court Sponsor      \$500**

Only 1 available. Display up to two banners *in the Food Court*, company name on Animal Fair t-shirt, business card ad in event program, free event t-shirt, certificate of appreciation for support. Sponsor is strongly encouraged to provide promotional materials (flyers, give-aways, coupons, balloons, logo items, etc) for distribution throughout the Food Court.

**Playful Kitten Sponsor      \$350**

Display one banner at event, one 10' x 10' vendor space (additional banner may be displayed in vendor space), business card ad in event program.

**Tail Wagger Sponsorships:** Perfect for *individuals* who would like to show their support of SAFE and the Arizona Animal Fair!

**4 Paws (Tail Wagger)      \$100**

Name in event program & web site plus a free SAFE t-shirt

**2 Paws (Round of Applause)      \$50**

Name in event program & web site plus a free SAFE magnet

**1 Paw (High Five)      \$25**

Name on web site



**Thank you for supporting SAFE!** Saving Animals From Euthanasia



**Attention Sponsors:** Please see **Vendor Application** for all details pertaining to event rules, regulations, set-up, etc. Sorry, Early Bird and Cash Discounts only apply to *additional rentals*, not sponsorship packages.

## 2010 Arizona Animal Fair Sponsorship Form

Name of Company / Sponsor \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Cell \_\_\_\_\_

Email Address \_\_\_\_\_

**Please lock me in for the following sponsorship level(s)! I understand that a 10% nonrefundable deposit will hold my level for 45 days, at which point I will either make another deposit or pay the entire balance due.**

- |   |            |
|---|------------|
| <input type="checkbox"/> Title Sponsor                    | \$10,000 * |
| <input type="checkbox"/> Tent Sponsor                     | \$ 3,500 * |
| <input type="checkbox"/> Arena Sponsor                    | \$ 2,500 * |
| <input type="checkbox"/> Top Dog Sponsor                  | \$ 1,500   |
| <input type="checkbox"/> Good Puppy Arena Sponsor         | \$ 1,000   |
| <input type="checkbox"/> Official AAF T-Shirt Sponsor     | \$ 1,000 * |
| <input type="checkbox"/> Official Event Program Sponsor   | \$ 1,000 * |
| <input type="checkbox"/> Beer Garden Sponsor              | \$ 750 *   |
| <input type="checkbox"/> Super Adoptions Sponsor          | \$ 700 *   |
| <input type="checkbox"/> Happy Cat Sponsor                | \$ 650     |
| <input type="checkbox"/> Food Court Sponsor               | \$ 500 *   |
| <input type="checkbox"/> Playful Kitten Sponsor           | \$ 350     |
| <input type="checkbox"/> Tail Wagger Sponsor (circle one) |            |
| 4 Paws  | \$ 100     |
| 2 Paws  | \$ 50      |
| 1 Paw   | \$ 25      |

\* Only 1 available.

**Thank you for supporting SAFE!**



Saving Animals From Euthanasia

**Total Sponsorship Commitment** \$ \_\_\_\_\_

**Total Deposit Enclosed** \$ \_\_\_\_\_

Please make checks payable to **SAFE** and mail to:  
**Arizona Animal Fair, c/o CatScratch Events, P.O. Box 1092, Bisbee, AZ 85603**

**Questions?**

Call Roxanne at **520-275-0445** or email [roxanne@azanimalfair.com](mailto:roxanne@azanimalfair.com)

*Please see Vendor Application for credit card form if payment or deposit by Visa or MasterCard is more convenient!*