



Event:

11th Annual Valley Animal Hospital
Arizona Animal Fair Presented by Purina
www.azanimalfair.com

When and Where:

March 3, 2012, 10:00 AM to 4:00 PM
Reid Park, Tucson, Arizona

Improvement in 2012:

- new date
- 4 months long advertising campaign (includes TV, print, outdoor and web)
- event professionally branded
- more exhibitors
- more participants
- more food, more entertainment

Mission:

- 1) Provide a world-class family event to celebrate the active, healthy lifestyle with your pet. Participants in events like the Arizona Animal Fair show up like they are going to a party. They are coming to celebrate with the hundreds like them who share their dreams, goals and values.
- 2) Raise much needed funds and supplies for SAFE
- 3) Promote animal rescues

What Sets Us Apart:

- Mission: raise funds, supplies and promote animal rescues
- Arizona Animal Fair is Tucson's largest animal festival
- Pet Festival: thousands of visitors are expected
 - ◆ 100+ exhibitors
 - ◆ Canine/Animal Demonstrations
 - ◆ Fashion Show
 - ◆ Talent Show
 - ◆ Food, fun and various family activities
- Event management: the organizers have dozens of years of special events management experience working on major fundraisers nationally, regionally and locally.

Who we are:

The Arizona Animal Fair is hosted by **BPR Events**, a local special events management company with 25+ years of experience. We serve all of Southern Arizona and are responsible for some of the largest and most respected fundraisers in the area. Our clients include the FBI, US Air Force, Tucson Police

Department, Pima County Attorney's Office, City of Tucson Parks and Recreation and other organizations and agencies.

All of our employees are loving pet owners and most of us are active foster parents as well. After much planning we decided that it's time to create an event open to all ages and abilities where the entire community will get together to walk, enjoy a fun day and help pets in need.

SAFE is committed to working with the public and shelters to discover the real causes of companion animal euthanasia and to developing effective programs that can be implemented now to help reduce the percentage of adoptable animals destroyed each year.

The Arizona Animal Fair Sponsorship Philosophy

We actively seek high quality brands to partner with to produce and market this event as a world-class event. With the event on solid financial footing, with a long term growth plan in place corporate and community support will continue to increase and we'll be able to host an outstanding community festival and raise much needed funds for pets in need.

Why Sponsor

- 1) The Arizona Animal Fair is Tucson's largest animal event with plans to evolve into one of the most respected events of the Southwest
- 2) Increased Participant Awareness of your company's products and/or services
- 3) Targeted Audience of Consumers (fitness community PLUS pet owners)
- 4) Cross-Promotion and Networking with other sponsors
- 5) Sponsor Image Building opportunities
- 6) This event will generate extensive local and regional exposure via print, radio, television and online media coverage.

SAMPLE SPONSORSHIP BENEFITS

- exclusivity
- your name included in the event name
- your logo included in the event logo
- your name and logo on all event banners and all signage
- your name and logo on posters
- your logo, verbiage, and promotion on over 50,000 event fliers
- your logo on the event merchandise
- significant web advertising with your logo and direct link to your website
- email advertising
- listings in local publications and media coverage
- professional live announcements
- opportunity to set up a booth/display at the expo (any size)
- opportunity to set up unlimited signage/banners at the event
- additional events at your business (pre-registration, info sessions etc)

SPONSORSHIP LEVELS

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 & microphone, (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 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 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 Courts*, 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

Please contact us if you wish to contribute an amount that is not listed.

Please contact us before you decide on any sponsorship package to discuss further details and to make sure you receive the most attention and service.

Company Name _____

Mailing Address _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Web site: _____

Title Sponsor				
Tent Sponsor	\$3500			\$
Top Dog Sponsor	\$1500			\$
Arena Sponsor	\$2500			\$
Happy Cat Sponsor	\$650			\$
Beer Garden Sponsor	\$750			\$
T-shirt Sponsor	\$1000			\$
Super Adoptions Sponsor	\$700			\$
Tail Wagger Sponsor	\$25-\$100			\$
Event Program Sponsor	\$1000			\$
Good Puppy Arena	\$1000			\$
Food Court Sponsor	\$500			\$
Playful Kitten Sponsor	\$350			\$
Available for rent (prices include tax, delivery and setup)				
10X10 tent (no walls)	\$135	X		\$
10X20 tent	\$215	X		\$
folding chair	\$5	X		\$
6' table	\$10	X		\$
8' table	\$15	X		\$
32 gal trashcan	\$5	X		\$
Electricity				
110V outlet (limited availability)	\$75	flat rate		\$
Generator (non-industrial)	\$150	flat rate		\$
Additional Donation				
Donation to SAFE				\$
Sponsor a non-profit/rescue (_____)	\$90	X		\$
		TOTAL DUE:		\$

