



## AMERICAN HUMANE

*Protecting Children & Animals Since 1877*

### SPONSORSHIP OPPORTUNITIES Adopt-A-Dog Month®



Millions of dogs face euthanasia every year across the country because there are not enough caring homes for them. This is why American Humane's Adopt-A-Dog Month was established. Celebrated each October, Adopt-A-Dog Month encourages people to adopt canines from local animal shelters and provides an opportunity to spread the word about responsible pet care. Becoming a sponsor for this important event will promote the adoption of thousands of homeless dogs nationwide, and will raise awareness about the importance of spaying and neutering pets.

For more information about sponsorship opportunities, please contact Lauren Beder, corporate relations development officer, at (720) 873-6773 or email [laurenb@americanhumane.org](mailto:laurenb@americanhumane.org).

# SPONSORSHIP OPPORTUNITIES

## Adopt-A-Dog Month®

### Champion Level: \$200,000 +

- Exclusive named presenting sponsor for 2009
- Right of first refusal for 2010
- Sponsor's logo on Red Star Animal Emergency Services™ "Rescue Rig"
- Promotion tailored to sponsor's signature event when applicable
- Permanent recognition in American Humane Annual Reports
- Usage of American Humane name and logo for observance-related materials
- Inclusion in promotional email blasts – 3
- Printed shelter kits – sponsor's name, logo and recognition (6,000+)
- Sponsor's insert (co-branded) for printed shelter kits (6,000+)
- Sponsor's logo on poster for printed shelter kits (6,000+)
- Online shelter resources – sponsor's name, logo and recognition
- Sponsorship recognition in American Humane publication(s) – 2 full pages
- American Humane and sponsor website presence, and mutual promotion when applicable
- National press release

### Hero Level: \$100,000 - \$199,000

- Promotion tailored to sponsor's signature event when applicable
- Permanent recognition in American Humane Annual Reports
- Usage of American Humane name and logo for observance-related materials
- Inclusion in promotional email blasts – 2
- Printed shelter kits – sponsor's name, logo and recognition (6,000+)
- Sponsor's insert (co-branded) for printed shelter kits (6,000+)
- Sponsor's logo on poster for printed shelter kits (6,000+)
- Online shelter resources – sponsor's name, logo and recognition
- Sponsorship recognition in American Humane publication(s) – 1 full page
- American Humane and sponsor website presence, and mutual promotion when applicable
- National press release

### Defender Level: \$50,000 - \$99,999

- Usage of American Humane name and logo for observance-related materials
- Inclusion in promotional email blasts – 1
- Printed shelter kits – sponsor's name, logo and recognition (6,000+)
- Sponsor's insert (co-branded) for printed shelter kits (6,000+)
- Sponsor's logo on poster for printed shelter kits (6,000+)
- Online shelter resources – sponsor's name, logo and recognition
- Sponsorship recognition in American Humane publication(s) – 1/2 page
- American Humane and sponsor website presence, and mutual promotion when applicable
- Recognition in American Humane Annual Report
- National press release

### Guardian Level: \$25,000 - \$49,999

- Printed shelter kits – sponsor's name, logo and recognition (6,000+)
- Sponsor's insert (co-branded) for printed shelter kits (6,000+)
- Sponsor's logo on poster for printed shelter kits (6,000+)
- Online shelter resources – sponsor's name, logo and recognition
- Sponsorship recognition in American Humane publication(s) – 1/4 page
- American Humane and sponsor website presence, and mutual promotion when applicable
- Recognition in American Humane Annual Report
- National press releases

### Best Friend Level: \$10,000 - \$24,999

- Online shelter resources – sponsor's name, logo and recognition
- Sponsorship recognition in American Humane publication(s) – 1/2 page
- American Humane and sponsor website presence, and mutual promotion when applicable
- Recognition in American Humane Annual Report
- National press release



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