



AMERICAN HUMANE

Protecting Children & Animals Since 1877

SPONSORSHIP OPPORTUNITIES Be Kind to Animals Week®



Be Kind to Animals Week, held during the first week of May since 1915, celebrates the unique bond between humans and animals. Every year, animal shelters throughout the country hold special events during this time-honored week to promote kindness and compassion toward animals and to teach people about the amazing role animals play in our lives. Be Kind to Animals Week is a great time to promote our nation's animal welfare organizations and to encourage everyone to make a difference for animals. Becoming a sponsor for this important event will ensure that the impact humans can have on animals' well-being and happiness is both understood and appreciated nationwide.

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

SPONSORSHIP OPPORTUNITIES

Be Kind to Animals Week®

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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