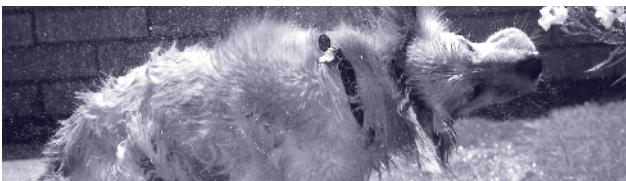




AMERICAN HUMANE

Protecting Children & Animals Since 1877

SPONSORSHIP OPPORTUNITIES Every Day Is Tag Day™



American Humane has long advocated the use of identification tags for pets. According to a study by the National Council on Pet Population, about 1 million dogs and over a half-million cats end up in animal shelters as strays each year. By observing this day, we can help improve these statistics. Every Day Is Tag Day unites thousands of individuals, plus professionals in shelters, veterinary clinics, animal care and control agencies, and other humane agencies, in the common goal of educating pet owners about the benefits of tagging or microchipping their companion animals. Becoming a sponsor for this important event will help us ensure that more lost pets find their way home.

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

Every Day Is Tag Day™

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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