



COPE Eldercare celebrates 2nd Annual Celebrity Paws for COPE

SPONSORSHIP PACKET



To Prospective Sponsors:

Celebrity Paws for COPE is the only paw-filled, family friendly event in Wake County celebrating the service and support of our canine companions. This annual fun half-day event will take place on Saturday, **September 11, 2010 from 9:00 AM – 12:00 noon.**

Celebrity Paws for COPE is an annual event that celebrates the service of therapy and service dogs through demonstrations, music, and art. Held at **Laurel Hills Park, 3808 Edwards Mill Road** in North West Raleigh, near Rex Hospital. The event adopts a daytime, outdoor and interactive event format. Live performing celebrity canines are featured throughout the morning in strategically located areas of the park, and vendors including canine-friendly artists, trainers, eldercare service organizations, and senior health related providers, line the pathways. The event is free and open to the public.

This will be the second annual Celebrity Paws for COPE.

Goals: Celebrity Paws for COPE is designed to:

- Provide an opportunity for attendees to interactively participate in diverse canine-centric demonstrations.
- Provide an interactive, hands-on experience for families - youth, adults and senior citizens.
- Provide information on pet therapy and senior services in the area for area residents.
- Encourage and promote pet therapy and service animals within Wake County.
- Promote patronage of Celebrity Paws for COPE vendors.
- Benefit COPE Eldercare and COPE Enrichment services to local seniors and their families.
- Provide unique sponsorship and economic development opportunities for business and corporate citizens.
- Provide a meaningful volunteer opportunity for local and area residents.

Concept: The Paws for COPE event will include both previous and new attractions:

- **Herding, agility, flyball, dog dancing and other athletic demonstrations**
- **Netop the Painting Pooch Demonstration**
- **Live Entertainment**
- **Wake County Sheriff's Canine Drug Dog Demonstration**
- **Vendors** – Information on senior services and pet therapy
- **Celebrity appearances last year by** – Netop – The painting pooch, Gracie and Rap – movie and TV stars from Bon-Clyde Learning Center, Tracker – WRAL-TV Newsroom Dog, Lucky "The Wonder Dog, and therapy dogs, guide dogs, service dogs, guard dogs and resident dogs from local senior living facilities.
- **Appearances by local two and four legged celebrities**
- **Silent Auction**

We invite your support as a sponsor of this event. This packet details the various levels of sponsorship available. At the highest level – Principal - your organization will receive prominent recognition as the prime corporate sponsor and partner in this event. You will also receive logo placement on all printed advertisements including posters, flyers, programs and related items, an exhibit booth, advance publicity on



all written material, public acknowledgment on the day of the event and post event press, and a commendation recognizing your contribution.

Last year's event attracted over several hundred participants and dozens of volunteers. We are anticipating attendance to more than double during this year's half-day event. This is an excellent opportunity to highlight your business while promoting canine service companions and support for the elderly.

We look forward to working with you as a sponsor of the Paws for COPE Charity Benefit.

Sincerely,

Laurie Ray, CMSW, C-ASWCM
Cope Eldercare



SPONSORSHIP OPPORTUNITIES
(for donations of cash, in-kind services, gifts & giveaways)
501(c)(3) Tax ID# 14-1907591

DEADLINE FOR SPONSORSHIP COMMITMENT: June 15, 2010

Principal Sponsorship\$1000

The Principal Sponsor is the most prominent and visible of all the sponsorships available and is reserved for only one organization or company. The benefits of the Principal Sponsor are:

- Company Name located in Title of the Event
- Company *Logo* on Printed Advertisements – poster, event program and flyers
- Company Name mentioned in radio and TV promotions with acknowledgement as principal sponsor
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Featuring Sponsorship.....\$500

The Featuring Sponsor is one of the most prestigious sponsors of the event, with significant and valuable benefits. Featuring Sponsors will have the opportunity to sponsor one of the event areas. This sponsorship is limited to three organizations or companies. The benefits of the Featuring Sponsor are:

- Company *Logo* on Printed Advertisements – poster, event program and flyers
- Company Name mentioned in radio and TV promotions with acknowledgement as presenting sponsor
- Company Name displayed at sponsorship area and acknowledgement as featuring sponsor in front of audience
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Sponsorship Areas:

- Demonstration Area – The demonstration area will be where the action takes place. Various demonstrations throughout the morning will take place in this area. This area promises to be a high energy and high traffic area.
- Community Services (**SOLD**) – Knowing what community resources are available to aid seniors and their families and how to access them is invaluable in the time of need. This area will highlight local organizations that provide a variety of services for senior citizens.
- Health Services – This area is designed to educate the public about the prevalent diseases that plague the community as we age. Several health screenings, such as high blood pressure, will be offered.



Signature Sponsorship.....\$250

Signature sponsorship is perfect for companies that want to demonstrate their support for therapy dogs and their service to seniors. The benefits of the Signature Sponsorship are:

- Name on Printed Advertisements - posters, event program and flyers
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Contributor Sponsorship.....\$100

This level of sponsorship provides a great marketing opportunity for businesses that want to reach event goers on the day of the event. The benefits of the Contributor Sponsor are:

- Public Acknowledgment on the Day of the Event (Print)
- Exhibit/Vendor Booth
- Certificate of Participation

General Donations.....less than \$100

All donations toward the production of the Paws for COPE event are welcomed. The benefits of making a general donation are:

- Public Acknowledgment on the Day of the Event (print)
- Certificate of Participation

In-Kind Sponsorship

In-Kind sponsorships consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print advertising; a restaurant may provide food for talent and volunteers, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed the specified amount listed in the sponsorship levels described above in order to qualify for sponsorship status. There can also be a combination of monetary and In-Kind contributions. In-Kind sponsor benefits will be based on the total "market value" of the donation and matched with benefits at the sponsorship levels described. Donations for the Silent Auction will also be gladly accepted. Please contact Tom Arnold at 919-783-5633 to discuss the various options available.

Custom Event Sponsorship

Custom sponsorship packages are available for a limited number of companies. We are open to your suggestions and look forward to discussing creative options. Custom Event Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. Please contact Tom Arnold at 919-783-5633 to discuss.

IMPORTANT: To ensure proper advertising exposure benefits, we must receive a camera ready copy of your company logo, your company logo on disk, or electronically by June 15. Compliance with these deadlines ensures maximum exposure for you!