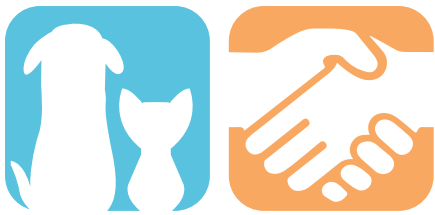




**CORPORATE
COMPANIONS**



**BUSINESS
BUDDIES**

PARTNERSHIP
OPPORTUNITIES



HELEN WOODWARD ANIMAL CENTER

Helen Woodward Animal Center is a unique non-profit organization in San Diego County that is committed to the philosophy of “people helping animals and animals helping people.” The overall goal of the Center is not only to save the lives of orphan pets, but also to provide valuable community programs that help animals and people in need.

Our Adoptions program saves the lives of over 3,000 pets each year and another 7,000 benefit from the Companion Animal and equine hospitals, boarding facility, and AniMeals in partnership with Meals On Wheels. Pet Encounter Therapy reaches nearly 20,000 children and adults annually, and the Therapeutic Riding program serves 55 clients each week. Approximately 15,000 people a year receive humane education through our Critter Camp program and special tours. Our Business of Saving Lives Conference enables us to teach the “business of saving lives”, not only on a local level but globally as well. Additionally, our international Home 4 the Holidays adoption campaign is responsible for finding loving homes to over 10 million animals from over 4,000 organizations since its inception in 1999.



BUSINESS BUDDIES PROGRAM

Helen Woodward Animal Center invites you to partner with us in achieving our goal of “people helping animals and animals helping people.” The Business Buddies program offers exposure of your business to residents of San Diego through your choice of Center events. Here’s how it works:

All Business Buddies arrangements start with a \$250 commitment and then are customized by our partner businesses. You choose:

- Duration of promotion: Whether you envision a promotion that lasts a single day or all year, we’ll build a benefit plan that works for your business.
- Structure of promotion: Get creative and find the best way for you and your customers to give to the animals! Examples; “50% of all profits from candles sold from February-July will be donated to Helen Woodward Animal Center” or “\$1 of every purchase from July-September will be donated to Helen Woodward Animal Center”. With years of successful partnerships under our belts (or collars), we’re happy to help you brainstorm options!
- Which unique event would you like to apply your Business Buddies benefits? Our diverse events give you the opportunity to reach out to our community in countless ways.
 - Puppy Love 5K
 - Spring Fling Gala
 - Surf Dog Surf-a-thon
 - HOPE Telethon

Bonus: If your promotion nets more than the minimum commitment amount, your benefits will increase!

Your support will not only help save the lives of thousands of orphan pets, but also ensure that the important programs at Helen Woodward Animal Center continue for years to come. Helen Woodward Animal Center is a 501(c)(3) tax-exempt organization and all donations are tax-deductible to the extent permitted by law.

We look forward to speaking with you regarding your participation. For sponsorship or additional information, please contact **Kelsey Shea, Sponsorship Supervisor, at 858-756-4117 ext. 312** or email **KelseyS@animalcenter.org**.





FAST FACTS:

\$10 helps microchip a puppy or kitten



\$25 helps provide life-saving vaccines

\$50 helps provide surgery that can prevent future orphaned litters

\$75 helps transport a pet from another facility



\$100 helps provide emergency medical care to save a pet's life



SPONSORSHIP LEVELS

The benefits of participating in the Business Buddies program apply to your choice of the four major events Helen Woodward Animal Center hosts annually. Packages can be adjusted to offer you the benefits that work best for your company.

Puppy Love 5K

Date: March 2017

An estimated 1,800 participants, spectators, and furry family members, will enjoy the day's festivities which will include a 5K run and over 30 pet and fitness-related exhibitors.

Spring Fling Gala

Date: June 4 2016

The Spring Fling Gala, is an impressive formal event with live music, cocktails, and a collection of 20 restaurants showcasing selections from their menu for an audience of 400 preferred guests.

Surf Dog Surf-A-Thon

Date: September 11 2016

A fun-filled dog surfing competition at Del Mar's Dog Beach featuring 60 exhibitors, over 6,200 spectators, and 100 dogs hanging eight.

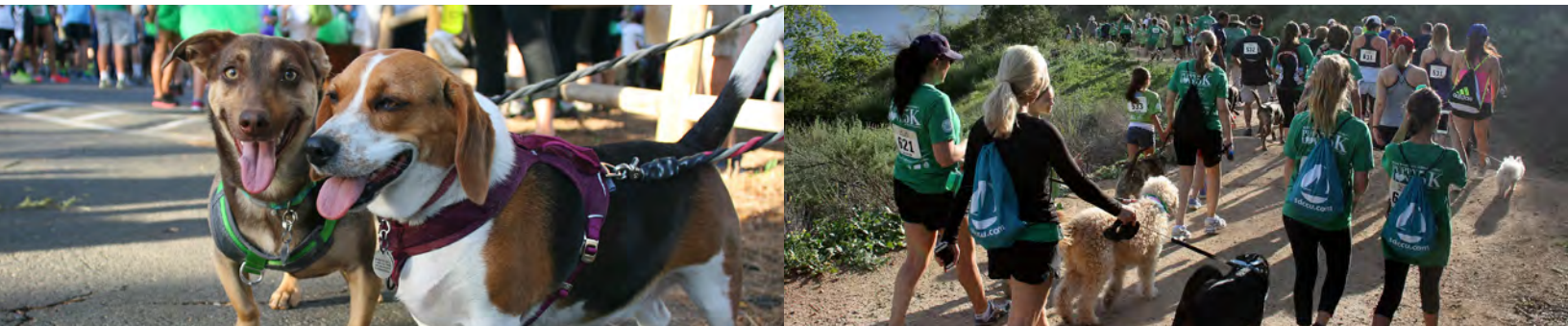
HOPE Telethon

Date: Fall 2016

A live, four-hour telethon, highlighting the life-saving work done by Helen Woodward Animal Center, viewed by roughly 40,000 homes throughout San Diego County.

**Benefits at the \$1,000 level can be substituted for an outreach event at your place of business. Contact Kelsey Shea, Sponsorship Supervisor, at KelseyS@animalcenter.org or 858-756-4117, ext. 312, for more details.*

WE INVITE YOU TO BECOME A BUSINESS BUDDY...



PUPPY LOVE

(BENEFITS SUBJECT TO CHANGE FOR 2017)

\$250 Level

- Logo and URL on Business Buddies web page
- 10X10 booth space at event (tent not included)
- Name printed on master exhibitor displays with booth number at event
- Opportunity to sell merchandise at event
- Opportunity to supply a literature piece or product sample for 1000 event Swag Bags

\$500 Level

- Name displayed on Puppy Love webpage
- Verbal recognition throughout event
- *All benefits of \$250 level*

\$1,000 Level

- Logo printed on 1,000 commemorative t-shirts (supply eps, jpg or tiff file)
- 2 complementary race t-shirts with logos
- Logo on printed advertising; event signage, postcards (20,000), posters (400), t-shirts (1,000)
- Recognition in Companion Magazine (circulation over 6,000 to top donors)
- Logo & URL on event webpage
- *All benefits of \$500 level*

\$1,500 Level

- Opportunity to distribute Companion magazine at place of business (circulation over 6,000)
- VIP luncheon with the Center President and tour of the Center
- Thank you tweet, prior to the event, tagging and thanking your organization's Twitter account (@HWAC - 7,300 followers)
- *All benefits of \$1,000 level*

\$2,000 Level

- Thank you post on the Puppy Love 5k Facebook page, prior to the event, tagging your organization's Facebook page (470 followers)
- *All benefits of \$1,500 level*



SPRING FLING GALA

\$250 Level

- Logo and URL on Business Buddies website

\$500 Level

- Logo on master display list at Gala
- 1/8 page ad in Gala program
- Opportunity to place promotional item in 425 Swag Bags
- *All benefits of \$250 level*

\$1,000 Level

- Listing in Gala program
- Logo & URL on event webpage
- *All benefits of \$500 level*

\$1,500 Level

- 2 complimentary Silver level seats at Gala (\$500 value)
- 2 complimentary tickets to Corks for Critters wine party
- *All benefits of \$1,000 level*

\$2,000 Level

- Additional Gala seating discounted 25%
- *All benefits of \$1,500 level*





SURF DOG SURF-A-THON (BENEFITS SUBJECT TO CHANGE FOR 2016)

\$250 Level

- Logo and URL on Business Buddies Website
- Opportunity to supply a literature piece or product sample for 100 event Swag Bags

\$400 Exhibitor

- Name displayed on Surf Dog Surf-A-Thon webpage
- 10x10 exhibit space at event (tent not included)
- Name printed on master Exhibitor display with booth number at event
- Opportunity to sell merchandise at event
- *All benefits of \$250 level*

\$1,000 Level

- Logo printed on commemorative t-shirts (vector-based eps, jpeg, or tif file; logo deadline: Aug. 1st)
- 2 complementary commemorative t-shirts
- Recognition in Companion magazine (circulation over 6,000)
- Upgrade to logo on event webpage
- Logo on master sponsor display
- Verbal recognition throughout event
- *All benefits of \$400 level*

\$1,500 Level

- Opportunity to hand out sponsored items at event
- URL on event webpage
- Logo on all advertisements including postcards, poster, and flyers (deadlines will apply)
- Opportunity to distribute Companion magazine at place of business (circulation over 6,000)
- VIP luncheon with the Center President and tour of the Center
- 1 thank you tweet prior to the Surf Dog Surf-A-Thon event, on the Surf Dog Surf-A-Thon Twitter feed. (@hwacsurfdog - Over 1,400 followers)
- *All benefits of \$1,000 level*

\$2,000 Level

- Thank you post on the Surf Dog Surf-A-Thon Facebook page, prior to the event, tagging your organization's Facebook page (facebook.com/hwacsurfdog - Over 2,300 fans)
- *All benefits of \$1,500 level*



HOPE TELETHON (BENEFITS SUBJECT TO CHANGE FOR 2016)

\$250 Level

- Logo and URL on Business Buddies website

\$500 Level

- Telethon production credit listing
- Logo and url on Telethon webpage
- *All benefits of \$250 level*

\$1,000 Level

- “Big” check walk-on presentation
- Verbal recognition during telecast
- DVD of your segment and a photo of your presentation
- *All benefits of \$500 level*





Application and Payment Information

Company: _____ Today's Date: _____

Contact Name & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Website: _____

Brief Description of Promotion: _____

Twitter handle: _____ Facebook name: _____

Please attach a high res file (300 dpi) of your logo with this email (.jpg, .tiff, .pdf or .eps file)

SPONSORSHIP LEVEL COMMITMENT:

250 500 1000 1500 2000 OTHER _____

PROJECTED DURATION OF PROMOTION:

3 MONTHS 6 MONTHS 12 MONTHS OTHER _____

I WOULD LIKE TO APPLY MY BENEFITS TO ONE OF THE FOLLOWING EVENTS:

PUPPY LOVE SPRING FLING SURF DOG HOPE TELETHON

PAYMENT METHOD:

Check Enclosed Check Mailed Visa Master Card AmEx Discover

Card #: _____

Expiration Date: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card Holder Name (please print): _____

Authorized Signature: _____

Please email, or scan and return to:

Kelsey Shea, Sponsorship Supervisor, at KelseyS@animalcenter.org

fax: (858)-756-0613

Helen Woodward Animal Center reserves the right to cancel this agreement at any time and issue a refund.



CONTACT INFORMATION/ QUESTIONS

Kelsey Shea,
Sponsorship Supervisor
Helen Woodward Animal Center
Tel: 858-756-4117 ext. 312
Email: KelseyS@animalcenter.org

PAYMENT

Payable:
Helen Woodward Animal Center

Mail: Attn: Kelsey Shea
6523 Helen Woodward Way, Ste. 100
P.O. Box 64
Rancho Santa Fe, CA 92067

Fax: 858-756-0613 Attn: Kelsey Shea



COMPANION Magazine Ad Specs

ALL ADS ARE FULL-COLOR, CMYK, WITH NO BLEED.

Ad dimensions:

Full-page: 7.5" w x 10" h
1/2-page: 7.5" w x 4.875" h
1/4-page: 3.625" w x 4.875" h
1/8-page: 3.625" w x 2.375" h

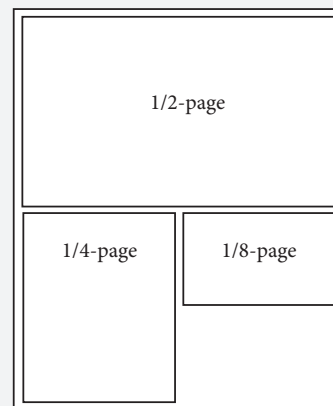
Accepted formats:

Print quality PDF (.pdf) CMYK or Grayscale
(no RGB please)
High resolution (300 dpi) .tiff or .jpg
Packaged InDesign file (include all fonts and links)

Ways to submit your ad:

VIA E-MAIL Small files, under 5 MB, may be e-mailed to: AmyH@animalcenter.org
VIA FTP Larger files may be uploaded to our FTP server at: [ftp.animalcenter.org](ftp://ftp.animalcenter.org)
Email AmyH@animalcenter.org for username & password.

Questions: Call Kelsey Shea at (858) 756-4117 ext. 312



* Press-ready ads must be in format listed above; no GIF, BITMAP, Word document or other file types can be accepted. Please do NOT send ad material in body of email; must be attachment. For questions, please email KelseyS@animalcenter.org.



MISSION STATEMENT

Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect, creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches, locally and globally, the importance of the animal-human bond.