



March 8, 2013

Dear Supporter,

On Saturday, June 29th the Pet Philanthropy Circle will hold its 2nd Annual Pet Hero Awards Ceremony & VIP Cocktail Reception from 6-9 PM. This benefit will be held at Hobby Hill, the estate home of Bob & Jewel Morris, located at 44 Little Noyac Path, Watermill, NY 11976.

Last year was well attended by hundreds of animal lovers and well known celebrities. This year, we're committed to making it an even bigger success and I'm hoping you will help. LOU WEGNER, MOVIE STAR, teenage heart throb and founder of "Kids Against Animal Cruelty" is coming to accept his Pet Hero Award! Lou is known for co-starring in Pass The Light (2013), directed by Malcolm Goodwin and Nickelodeon's The Thundermans. Lou also appears in Clint Eastwood's Trouble With the Curve starring Amy Adams and Justin Timberlake, Doughboy, Simple Gifts (2013), the VH-1 Do Something Awards, Modern Family and other film and television projects. He was recently named one of the top five celebrity activists of 2012.

The Pet Philanthropy Circle's mission is to save and enhance the quality of animal lives by promoting greater public awareness of their welfare and the causes that protect them. We accomplish this through educational programs, raising funds for qualified animal rescue organizations and the Pet Hero Awards. These awards honor animal rescue groups, shelters, pets, corporations and individuals who have made outstanding contributions to the animal world. All of the winners receive signature trophies.

We're currently seeking sponsorship, services and merchandise for the event and I'm writing to request your help. By supporting the Pet Hero Awards, you'll gain valuable exposure for your brands at our event. To recognize the generosity and support of our donors, we will display your business information near the items and services you donate. You will also be included in our Sponsor Benefactor section of the Pet Resource Book and the PetPhilanthropyCircle.com website.

Attached is a description of sponsorship opportunities. Please feel free to contact me directly to discuss these opportunities in more detail.

Thank you for your consideration and we look forward to working with you and your brand!

Sincerely,

Jewel Morris
Founding President
631.237.1365
jewel@petphilanthropycircle.com

SPONSORSHIP OPPORTUNITIES

All sponsorships will be featured in the Sponsor sections of the Pet Philanthropy Circle website and the Program Journal/Pet Resource Book. Over 5,000 copies of the printed edition of the Pet Resource Book will be distributed throughout Long Island and beyond prior to and during PetFest and the Pet Hero Awards. Visit www.PetFestFun.com/petresourcebook.html We hope you will help support animal welfare and join us on June 29th for another fantastic day celebrating pets and this year's Pet Hero Award winners.

CORPORATE FRIEND (\$1,000):

- 2 VIP Complimentary event tickets
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropyCircle.com
- Color ad (1/8 Page) in the printed edition of the Pet Resource Book
- Corporate name will be included in the Pet Resource Book Corporate Friend Sponsor Section
- Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates

BRONZE SPONSOR (\$2,500):

- 4 VIP Complimentary event tickets
- Corporate Name and Logo on all Printed Promotional Literature
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropyCircle.com
- Color Ad (1/4 Page) in the Printed Edition of the Pet Resource Book
- Corporate name will be included in the Pet Resource Book Bronze Sponsor Section
- Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Corporate literature or branded item included in the Gift Bags

SILVER SPONSOR (\$5,000):

- 6 VIP Complimentary event tickets
- Corporate Name and Logo on all Printed Promotional Literature
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropyCircle.com
- Color Ad (1/2 Page) in the Printed Edition of the Pet Resource Book
- Corporate name will be included in The Pet Resource Book Silver Sponsor Section
- Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Corporate literature or branded item included in the Gift Bags

GOLD SPONSOR (\$10,000):

- 8 VIP Complimentary event tickets
- Corporate Name and Logo on all Printed Promotional Literature
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropyCircle.com
- Color Ad (3/4 Page) in the Printed Edition of the Pet Resource Book
- Corporate name will be included in The Pet Resource Book Gold Sponsor Section
- A Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Your corporate literature or branded item included in the Gift Bags
- Special acknowledgement announcement at the event

PLATINUM SPONSOR (\$20,000):

- 10 VIP Complimentary event tickets
- Corporate Name and Logo on all Printed Promotional Literature
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropy Circle.com
- Corporate Name and Logo Featured in all publicity of the event
- Inside Front Cover of in the Printed Edition of the Pet Resource Book
- Your Corporation will be invited to have a representative on the Advisory Board
- Exclusive sponsorship for your competitive category
- Additional Full Page Color Ad in the Pet Resource Book
- A Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Your corporate literature or branded item included in the Gift Bags
- Special acknowledgement announcement at the event

GRAND FOUNDING SPONSOR (\$50,000):

- VIP 12 Complimentary event tickets
- Corporate Name and Logo on all Printed Promotional Literature
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at www.PetPhilanthropy Circle.com home page
- Dedicated page online featuring your company’s role in animal welfare with website link
- Superior Size Corporate Name and Logo Featured in all publicity of the event
- Recognition as the “Founding Corporate Sponsor” of Pet Hero Awards Benefit
- Promotional Literature will include your corporate name, “Pet Hero Awards presented by Your Corporate Name”, as Founding Corporate Sponsor”
- Back Cover of in the Printed Edition of the Pet Resource Book
- Special Introduction and Thank you on Center Stage at the podium during event
- Acknowledgement of your company throughout the day
- Corporation will be invited to have a representative on the Advisory Board
- Exclusive sponsorship for your competitive category
- 30’ by 30’ Exhibit Space and 8’ by 30” Skirted Exhibit Table and 2 Chairs at PetFest
- Additional Page Color Ad in the Online Edition of the Pet Resource Book
- Corporate name and tribute included in The Pet Resource Book with the Title
- Bold Listing in the Pet Resource Book Directory for your business category
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Corporate literature or branded item included in the Gift Bags

Our company is pleased to support Pet Philanthropy Circle Pet Hero Awards:

SPONSORSHIP LEVEL

- | | |
|---|--|
| <input type="checkbox"/> CORPORATE FRIEND (\$1,000) | <input type="checkbox"/> GOLD SPONSOR (\$10,000) |
| <input type="checkbox"/> BRONZE SPONSOR (\$2,500) | <input type="checkbox"/> PLATINUM SPONSOR (\$20,000) |
| <input type="checkbox"/> SILVER SPONSOR (\$5,000) | <input type="checkbox"/> GRAND FOUNDING (\$50,000) |

SPONSORSHIP FOR PET HEROS

Benefits same as BRONZE SPONSOR (\$2,500) & SILVER SPONSOR (\$5,000)

- | | |
|---|---|
| <input type="checkbox"/> Humanitarian of the Year (\$5,000) | <input type="checkbox"/> Corporation of the Year (\$2,500) |
| <input type="checkbox"/> Outstanding Rescue (\$2,500) | <input type="checkbox"/> Outstanding Director (\$2,500) |
| <input type="checkbox"/> Outstanding Shelter (\$2,500) | <input type="checkbox"/> Outstanding Pet (\$2,500) |
| <input type="checkbox"/> Outstanding Foundation (\$2,500) | <input type="checkbox"/> Outstanding Director (\$2,500) |
| <input type="checkbox"/> Arts Award (\$2,500) | <input type="checkbox"/> Outstanding Junior (\$2,500) |
| <input type="checkbox"/> Animal Welfare Education (\$2,500) | <input type="checkbox"/> Outstanding Veterinarian (\$2,500) |
| <input type="checkbox"/> Hands On Award (\$2,500) | <input type="checkbox"/> Philanthropist Award (\$2,500) |

We're currently seeking services and merchandise for the event. Please check:

GIFT CERTIFICATE SERVICE PRODUCT/MERCHANDISE OTHER

Description: _____

Value \$ _____ Signature: _____

*This donation becomes the property of Pet Philanthropy Circle.

ADVERTISE IN THE PET RESOURCE BOOK:

- | | | |
|--|--|--|
| <input type="checkbox"/> Program Ad (1/8 Page) (3.875" x 2.5625") | <input type="checkbox"/> \$125 Black & White | <input type="checkbox"/> \$250 Color |
| <input type="checkbox"/> Program Ad (1/4 Page) (3.875" x 5.125") | <input type="checkbox"/> \$250 Black & White | <input type="checkbox"/> \$500 Color |
| <input type="checkbox"/> Program Ad (1/2 Page) (8" x 5.125") | <input type="checkbox"/> \$500 Black & White | <input type="checkbox"/> \$1,000 Color |
| <input type="checkbox"/> Program Ad (Full Page) (8" x 10.5") | <input type="checkbox"/> \$1,000 Black & White | <input type="checkbox"/> \$2,000 Color |
| <input type="checkbox"/> Inside Front or back Cover (Full Page 8" x 10.5") | <input type="checkbox"/> \$5,000 Color | |
| <input type="checkbox"/> Program Ad Back Cover Full Page (8" x 10.5") | <input type="checkbox"/> \$10,000 Color | |

Include Corporate literature or branded item included in the Gift Bags:

Gift Bag \$200

Sponsoring Company Name: _____

Company Address: _____

Company Phone: _____ Fax _____

Company Email: _____

Contact Name: _____

TICKETS:

- \$250 Attendee) VIP - Pet Hero Awards Ceremony with Reserved Seating
- \$1,000 Admits 2) 2 VIP Reserved Seating (Includes Friend Sponsor recognition in the Pet Resource Book / PetFest & Pet Philanthropy Circle Program Journal. Due by May 15th.)

Please choose the form of payment:

CHECK CREDIT CARD AMOUNT TOTAL \$ _____

Card number: _____ - _____ - _____ - _____ Expiration date: _____

Card Holder's Name: _____

Card Holder's Signature: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip _____

Thank you for your support!

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FIRST EDITION



PetFest Program Journal

PetFest Comes to the Hamptons
JUNE 9th, 2012 10 AM Bridgehampton, NY

Pet Resource Book

Save this book

Pet Emergency Numbers

PetFest Exhibitors

PetFest Activities

Rescue Groups

Veterinarians

Pet Services

Much More



Join Jill Rappaport and other
Award Winners for the
Pet Philanthropy Circle
Pet Hero Awards

PetFestFun.com



AUCTION DONATION FORM

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GIFT CERTIFICATE SERVICE PRODUCT/MERCHANDISE OTHER

ITEM DESCRIPTION: _____

RETAIL VALUE \$: _____

DONATED BY: _____

CONTACT NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

DONOR SIGNATURE: _____

*This donation becomes the property of Pet Philanthropy Circle.

Please complete this form and email, fax or mail back to us as soon as possible.

Thank you for your support!