



March 13, 2015
Dear Supporter,

On October 30, 2015, the Pet Philanthropy Circle will hold its 4th Annual Pet Hero Awards Ceremony & VIP Cocktail Reception from 5-7:30 PM. This benefit will be held at the Manhattan Penthouse on 80 Fifth Avenue in NYC.

Last year was a huge success and attended by animal lovers and celebrities. This year, we're committed to making it an even bigger success and looking forward to your participation. The major media coverage will reach millions of viewers locally and nationally. Subaru capitalized on their sponsorship of the Pet Hero Awards by making this brief video <https://www.youtube.com/watch?v=JiXRGi6-RBw> . We will be glad to tailor a sponsorship package for you or your company, as well.

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 inviting sponsorship participation for the event and I'm writing to request your support. By supporting the Pet Hero Awards, you'll gain valuable exposure for your brand. 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 PetPhilanthropyCircle.com website.

Attached is a description of sponsorship benefits. 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

Jewel Morris
631- 377-6590
Founding President



BENEFITS OF SPONSORSHIP OF THE 2015 PET HERO AWARDS

- 1) **A Unique Public Relations Branding Opportunity** – Name recognition with the leaders in the animal welfare
- 2) **Substantial Target Market Appeal** – According to the American Veterinary Medical Association, 43,346,000 US households (36.5%) own one or more dogs. Pet programs have increased in number due to popularity – what better program to sponsor than one that literally features the “Best of the Best” in animal causes and pet advocacy.
- 3) **Extended Media Coverage** - The Pet Hero Awards have proven to be a media magnet and are directly responsible for garnering publicity for our award recipients on BBC News, NBC, and numerous other media broadcasts. Our media sponsors including, Niche Media, Paw TV, MCTV, and Hamptons Pet Magazine, among others, have contributed to the success of the Pet Hero Awards. We have already received a commitment from PAW TV for a \$50,000 national television campaign, \$10,000 NY Metro In-Store TV media promotion in Gas Station Convenience stores, \$30,000 from Hamptons Pet Magazine, printed edition distributed in Miami, LA, New York City, Dallas and Long Island with 275,175 digital distributions. Having your logo attached to this Public relations Campaign is a great branding opportunity.
- 4) **Assisting Social Change in Animal Welfare** – Establishing your firm as one that promotes positive social change benefiting animals.
- 5) **Utilization of Social Networking** - PetFest and Pet Philanthropy Circle websites generated 68 thousand hits the week of Petfest and sustained 50,000 hits per week for five consecutive weeks thereafter. To date, with our collective websites, we have had 200,784 page views with 27,621 users. This has been prior to our recent addition to our rescue and shelter contact email list which now has a database of 10,000 organizations. Each of these has an extended email contact list that reaches into the millions and will be informed of the show and spreading the word. Sponsors logos will be included in these e-mail promotions. Additionally, our PR firm, Oehler Media, has a database of 50,000 animal owner e-mail contacts that will be used to support the 2015 Pet Hero Awards and our sponsors.
- 6) **Exclusive Category Sponsorships available for Gold, Platinum and Presenting Sponsors**

SPONSORSHIP OPPORTUNITIES

All sponsorships will be featured in the Sponsor sections of the Pet Philanthropy Circle website. We hope you will help support animal welfare and join us on October 30, 2015 for another fantastic evening celebrating pets and this year's Pet Hero Award winners.

CORPORATE FRIEND (\$1,000):

- 2 Supporter event tickets
- Recognition on Pet Philanthropy Circle Facebook & Twitter page
- Online presence at [www.PetPhilanthropy Circle.com](http://www.PetPhilanthropyCircle.com)
- Networking Opportunities with Animal Welfare Organizations & Advocates

BRONZE SPONSOR (\$2,500):

- 2 Patron 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](http://www.PetPhilanthropyCircle.com)
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Corporate literature or branded item included in the Gift Bags

SILVER SPONSOR (\$5,000):

- 2 VIP 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](http://www.PetPhilanthropyCircle.com)
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Corporate literature or branded item included in the Gift Bags
- Logo Included on the Step and Repeat Banner at the Event

GOLD SPONSOR (\$10,000):

- 4 VIP 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](http://www.PetPhilanthropyCircle.com)
- Networking Opportunities with Animal Welfare Organizations & Advocates
- Your corporate literature or branded item included in the Gift Bags
- Special acknowledgement announcement at the event
- Logo Included on the Step and Repeat Banner at the Event

PLATINUM SPONSOR (\$20,000):

- 4 VIP 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](http://www.PetPhilanthropyCircle.com)
- Corporate Name and Logo Featured in all publicity of the event
- Exclusive sponsorship for your competitive 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
- Logo Included on the Step and Repeat Banner at the Event



GRAND PRESENTING SPONSOR (\$150,000):

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- **VIP 10 Complimentary Event Tickets**
- **Full Page Advertisement in the Hamptons Pet Magazine**
- **Official Exclusive Sponsor for Your Category**
- **Corporate Name and Logo on all Printed Promotional Literature**
- **Recognition on the Pet Philanthropy Circle Facebook & Twitter**
- **Logo Inclusion on all E-mail Promotions**
- **Online presence at www.PetPhilanthropyCircle.com home page**
- **Dedicated online page featuring your firm with website link**
- **Superior Size Corporate Name and Logo Featured in all publicity of the event**
- **Recognition as the “Presenting Corporate Sponsor” of the 2015 Pet Hero Awards**
- **Promotional Literature will include your corporate name, “Pet Hero Awards presented by Your Firm’s Name”**
- **Special Introduction and Thank You on Center Stage at the podium during event**
- **Corporation will be invited to have a representative on the PPC Advisory Board**
- **Exhibit Space and Skirted Exhibit Table at the Pet Hero Awards Ceremony**
- **Networking Opportunities with Animal Welfare Organizations & Advocates**
- **Corporate literature or branded item included in the Gift Bags**
- **Special acknowledgement announcement during the cocktail party**
- **Logo Included on the Step and Repeat Banner**
 - **Video Tribute as Presenting Corporate Sponsor of the Pet Hero Awards**

SPONSORSHIP REGISTRATION

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"/> PRESENTING SPONSOR (\$150,000) |

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

- GIFT CERTIFICATE SERVICE PRODUCT/MERCHANDISE OTHER

Description: _____

Value \$ _____

*This donation becomes the property of Pet Philanthropy Circle.

Include Corporate literature or branded item included in the Gift Bags: [] Gift Bag \$250

Sponsoring Company Name: _____

Company Address: _____

Company Phone: _____ Fax _____

Company Email: _____

Contact Name: _____

TICKETS: (Please include Number of tickets in the brackets beside the ticket category.)

[] \$150 Attendee) Pet Hero Awards Ceremony and Cocktail Party

Seated Dinner and Reserved Seating

[] Supporter \$150 [] Patron \$250 [] 1,000) VIP Reserved Seats

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!

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. Your donations and sponsorships are genuinely appreciated.