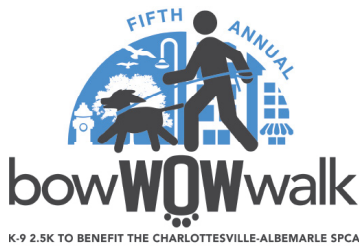


# BECOME A SPONSOR



All the money raised at the 2018 bow-WOW-walk goes to support the lifesaving work at the CASPCA!

Help us reach our goal of raising \$80,000 for homeless pets!



The Charlottesville-Albemarle SPCA is proud to have maintained the City of Charlottesville and Albemarle County as a No Kill community for 12 years, providing lifesaving care to thousands of animals in the region.

None of this would be possible without the tireless support of our staff and the generosity of supporters like you!



(434) 973-5959 | WWW.CASPCA.ORG

## 5<sup>TH</sup> ANNUAL BOW-WOW-WALK

SATURDAY, APRIL 7, 2018

Walk Pre-Registration: January 1-April 6

Walk Registration: April 7, 8:30AM-9:45AM

Walk Kick-Off: 10AM

Post-Walk Festivities at IX Art Park: 11AM-12:30PM

This K-9 2.5K to support the animals and lifesaving programs of the Charlottesville-Albemarle SPCA was a huge hit for both two-legged and four-legged friends in 2017, attracting more than 400 walkers and their pets. The 2018 walk will kick-off at IX Art Park and wind through Charlottesville's historic downtown mall before returning to IX Art Park for a post-walk festival sure to WOW our doggie friends! This year the festival will begin at 8:30AM and feature human and doggie entertainment, canine competition, treats for humans and pups, and animal-friendly sponsors.

## WHY SUPPORT BOW-WOW-WALK?

By participating in the bow-WOW-walk, you lead the way to help us save lives—all while reaching thousands of animal-loving community members. We anticipate that the 5th annual bow-WOW-walk popularity will continue to grow over last year's 400+ participants, strengthening this annual benefit event to help the homeless animals in our community.

Being a part of the bow-WOW-walk is so much more than just a single day of fun. We anticipate strong social and traditional media support as people fundraise and promote their walk teams for weeks leading up to the big day.

Questions?  
Contact:

**Ann McDaniel**

(434) 973-5959  
amcdaniel@caspca.org

# SPONSORSHIP LEVELS

Walk sponsors will have the unique opportunity to reach hundreds of animal-loving people and their pets on Saturday, April 7, 2018. However, the reach from this event will be much broader than just the day of the event. Promotion & team fundraising will take place for weeks leading up to the walk. The CASPCA has a mailing list of more than 14,000 households; our website reaches more than 315,000 unique visitors a year; our email list has more than 19,000 subscribers; and we have an active Facebook presence with more than 20,000 fans. We utilize Instagram and Twitter and also anticipate strong traditional media support again for the 2018 walk.

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## WAGGIN' WALKER | \$5,000

- 1st Commitment: Opportunity to welcome guests & kick-off walk
- 2nd Commitment: Opportunity to award prizes & thank walkers
- Company logo or name will appear on event print advertising, signage, logo, social media and other promotional materials
- Company logo on the event tee-shirts, walker packs & dog bandanas
- Announcement as Presenting Sponsor in press release, event advertising and at the event
- Recognition in radio and television spots
- Company logo or name prominently displayed at the event, including at water stations, our Doggie Pool Park and at park entrance
- Custom company dog walk team fundraising page
- 10 x 10 area at event with 6 foot table, 2 chairs & tent
- Opportunity to put an insert in the walker packet
- Spotlight in CASPCA E-News
- 12 Walker spots

## STRUTTIN' MUTT | \$2,500

- Company logo or name will appear on event website, social media and walk poster
- Company logo on the event tee-shirts
- Announcement as sponsor in press release, event advertising and at the event
- Company logo or name prominently displayed at the event, including at water stations & our Doggie Pool Park
- Custom company dog walk team fundraising page
- 10 x 10 area at event with 6 foot table, 2 chairs & tent
- Opportunity to put an insert in the walker packet
- Recognition in CASPCA E-News
- 6 Walker spots

## DOGGIE DO GOODER | \$1,000

- Company name will appear on social media, walk poster, website and other promotional materials
- Company logo or name prominently displayed at the event
- Custom company dog walk team fundraising page
- 10 x 10 area at event with 6 foot table & 2 chairs
- Opportunity to put an insert in the walker packet
- 4 Walker spots

## SUPPORTING PUP | \$500

- Custom company dog walk team fundraising page
- 10 x 10 area at event with 6 foot table & 2 chairs
- Opportunity to put an insert in the walker packet
- 2 Walker spots



# THANK YOU FOR YOUR SUPPORT



Please return sponsor form by March 1<sup>st</sup> to be included on event materials and t-shirts.

For best quality, please submit logo in EPS format to [amcdaniel@caspca.org](mailto:amcdaniel@caspca.org).

**PLEASE MAIL SPONSOR FORM TO:**  
**CHARLOTTESVILLE-ALBEMARLE SPCA**  
**PO BOX 7047**  
**CHARLOTTESVILLE, VA 22906**

**FOR MORE INFO CONTACT:**

**ANN MCDANIEL**  
**AMCDANIEL@CASPCA.ORG**  
**(434) 973-5959**



**YES!** I would like to be a sponsor of the 5th Annual bow-WOW-walk.

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Sponsor Recognition Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

## SPONSORSHIP LEVEL

Waggin' Walker \$5,000

Struttin' Mutt \$2,500

Doggie Do Gooder \$1,000

Supporting Pup \$500

Shirt Sizes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PAYMENT INFORMATION

Enclosed is a check made payable to CASPCA

Please charge my  VISA  MASTERCARD  AMEX  DISCOVER

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

Donor Signature \_\_\_\_\_ Date \_\_\_\_\_