



The Coalition for Animals Of Greater New Bedford

834 Kempton Street New Bedford, MA 02740

(508) 991-6366 www.coalitionforanimals.com

To Whom It May Concern:

I am writing to humbly request your sponsorship of the Coalition for Animals of Greater New Bedford's 21st annual Pet Fest and Walk for Animals on May 31, 2020.

The Coalition is a 501(c)(3) all-volunteer organization. Our mission is to provide awareness, education, and resources to advocate for the humane treatment of animals, end companion animal overpopulation, promote adoption, and help people keep their pets healthy and happy.

We subsidize medical procedures for homeless animals; sponsor adoption for seniors and veterans; offer low-cost spaying and neutering; provide funding to shelters; support K-9 officers; contribute to rewards for animal cruelty cases; collect cat and dog food for low-income seniors; provide animal oxygen masks to fire departments; and more!

We rely exclusively on grants and donations to support our crucial work in the community. Our annual Pet Fest is the Coalition's signature fundraiser. Here are some ways you can help:

- **\$250 - \$1,250** ~ Sponsor the event. Enjoy tiered benefits based on your commitment level and show your dedication to the Coalition's mission by being a Pet Fest sponsor!
- **\$100** ~ Sponsor event t-shirts. Receive great brand visibility by having your business's name included as a sponsor on free t-shirts distributed to all walkers at Pet Fest.
- **\$35** ~ Table at the event. Build community connections during Pet Fest!
- **In-kind** ~ Donate gift certificates or items to be included in our raffles and the prizes for our fundraisers. These can be mailed or dropped off to Coalition for Animals, 834 Kempton St., New Bedford, MA 02740
- **Share** ~ Spread the word about Pet Fest and encourage your employees, friends, and family to register as walkers and raise funds for the Coalition!

Please refer to attached sheets for details about sponsorship options and tabling at the event. On behalf of the Coalition and the people and animals we serve, thank you for your consideration and generosity. We look forward to hearing from you.

Warm regards,

A handwritten signature in blue ink that reads "Lauren Stamatis". The signature is written in a cursive style and is positioned above a thin blue horizontal line.

Lauren Stamatis
President, Coalition for Animals of Greater New Bedford
info@coalitionforanimals.com



The Coalition for Animals Of Greater New Bedford

834 Kempton Street New Bedford, MA 02740

"Helping People Help Animals"

www.coalitionforanimals.com

SPONSORSHIP LEVELS

FOR OUR ANNUAL PET FEST AND WALK FOR ANIMALS

ATTENDED BY OVER 600 COMMUNITY LEADERS, ANIMAL WELFARE ORGANIZATIONS, COMPANION ANIMALS AND THEIR

OWNERS - BUTTONWOOD PARK, NEW BEDFORD, MA

SUNDAY, MAY 31, 2020

\$100

T-SHIRT LISTING

- Sponsorship listing on the event T-shirts ONLY
(To have a booth at the event, you will need to register separately)

\$250

PUPPY KISSES

- Free vendor booth space at event
- Sponsorship listing on event T-shirts
- Weekly Facebook spotlights
- Business card size advertisement in Resource Book
- Certificate recognizing your support for the Coalition

\$500

CAT'S MEOW

- Free vendor booth space at event
- Sponsorship hourly mention throughout event; weekly Facebook spotlights
- Sponsorship listing in all promotional materials and on higher tier of T-shirts
- Business card size advertisement in Resource Book
- Recognition in all press releases and radio spots for event
- Certificate recognizing your support for the Coalition

\$1000

TAIL WAGGERS

- Free vendor booth space at event
- Sponsorship hourly mention throughout event; weekly Facebook spotlights
- Sponsorship listing in all promotional materials and on higher tier of T-shirts
- 1/2-page size advertisement in Resource Book
- Recognition in all press releases and radio spots for event
- Sticker Scout Sponsor to drive traffic to your booth*
- One custom banner with your logo at the Main Stage/Center Ring
- Certificate recognizing your support for the Coalition

\$1250

THE BIG ROAR

- Free vendor booth space at event
- Sponsorship hourly mention throughout event
- Sponsorship listing in all promotional materials and on higher tier of T-shirts
- Full page size advertisement in Resource
- Recognition in all press releases and radio spots for event
- Sticker Scout Sponsor to drive traffic to your booth
- Two custom banners with your logo at the Main Stage/Center Ring
- Certificate recognizing your support for the Coalition

Please note our sponsorship benefits are very flexible and we would be happy to tailor them to make it as advantageous as possible to you and your company.



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Of Greater New Bedford**

"Helping People Help Animals"

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834 Kempton Street New Bedford, MA 02740 508-991-6366

**T-SHIRT
SPONSORSHIP
FORM**
**PET FEST & WALK
FOR ANIMALS 2020**

The Pet Fest and Walk for animals is an annual event orchestrated by the 503(c)(3) non-profit, the New Bedford Coalition for Animals. This is our biggest fundraiser of the year, with 100% of the profits going to support our diverse programs that benefit the health and wellbeing of animals in our community. A South Coast tradition, this event is in its 21st year running, and is attended by upwards of 600 people and 400 dogs. The day includes a two-mile fundraising walk, over 60 vendors, and interactive demonstrations in the center ring. The event gets bigger and better every year!

At this time, we are inviting local businesses to assist in that goal by sponsoring the event. There are sponsorship levels for every donor with a variety of benefits, including extra advertising coverage, initiatives to drive traffic to your table at the event, and recognition of your business's name on the event shirts that are distributed to every walker! This invitation is a great opportunity to support a hard-working, all volunteer charity, as well as increase your visibility in the community; making for a mutually beneficial partnership.

Pet Fest will be held on Sunday, May 31, 2020, from 10 a.m. to 3 p.m. at Buttonwood Park, 745 Rockdale Avenue in New Bedford. The fundraising walk will commence at 12 p.m. and the event is held rain or shine. Interested in event sponsorship? Select a donation level from the attached sheet and complete the form below:



See "Sponsorship Levels" form for additional benefit details

- Sponsorship Levels & Prices:**
- \$100 Company Name Listing
 - \$250 Puppy Kisses
 - \$500 Cat's Meow
 - \$1000 Tail Waggers
 - \$1250 The Big Roar

Please submit your form & payment no later than:

April 22, 2020

Please mail your check to:

**Coalition for Animals
834 Kempton Street
New Bedford, MA 02740**

Company Name: _____

Contact Name: _____

Address: _____

Email address: _____

Phone Number: _____

- I would like to join the New Bedford Coalition for Animals email list
- I intend to have a booth at the event

Have questions or need help?

**Call us:
508-991-6366**



The Coalition for Animals

Of Greater New Bedford

Our Programs Help People Help Animals

834 Kempton Street New Bedford, MA 02740

www.coalitionforanimals.com

Please join us for our 21st Annual
Pet Fest and Walk for Animals

Sunday, May 31st 2020

10:00 AM - 3:00 PM

745 Rockdale Avenue, Buttonwood Park, New Bedford

RAIN OR SHINE

We hope you will be able to join us for this educational and entertaining day! Historically, our Pet Fest has been attended by approximately 600-800 people and 300-400 dogs! Besides having an average of 50 vendor booth spaces, we also have lots of entertainment in our center ring, including demonstrations given by New England Reptile and Raptor Birds of Prey, the NB K-9 Unit, and Harmonious Hounds dog training. Every year we try to make the event bigger and better!

If you would like to have a booth at our event, please complete the enclosed registration form and return it to us along with your booth fee (see listing below):

Retail Vendors	\$35.00
Non-Profit Groups (this is a non-refundable discounted rate)	\$20.00
Food Vendor (you must obtain your permit from the Board of Health*)	\$70.00

*Health Dept. 508-991-6292

Please note the booth fee is non-refundable, unless you give us one (1) week notice that you cannot attend. All registrations received by May 1st will be guaranteed booth space (space permitting). Registrations received after May 1st will be handled on a first-come, first-serve basis. The Coalition reserves the right to reject any application that violates our organization's principles or presents a conflict with our sponsors.

Vehicles can be parked on designated streets and parking areas after you have dropped off your booth items. Your vehicle cannot remain with you at your booth. We supply the space – you supply tables, chairs, tents, etc. Please contact us if you have special considerations and we will do our best to accommodate you.

For more information or questions, please feel free to contact us at 508-991-6366 or info@coalitionforanimals.com

This is a great opportunity to get your name out in our community while supporting a hardworking non-profit at the same time, so we hope that you will consider being a part of it! We look forward to seeing you in May!



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Coalition for Animals

Pet Fest May 31st, 2020

VENDOR REGISTRATION FORM

Please check one:

Vendor _____
Food Vendor _____
Shelter or Rescue _____

Business Name & Type of Business/Service:	
Your Name:	
Address:	
City, State, Zip:	
Phone:	Email:
Business Website/Facebook:	
Would you like your business included on our event t-shirts (given out to all walk attendees): <input type="checkbox"/> YES, business name (\$100) <input type="checkbox"/> NO, thanks <i>If yes, please complete the separate T-shirt Sponsorship Form</i>	
If selling products what are you selling: (All products for sale must be approved by the Coalition)	
Will you be bringing any animals, if so, what species? (Note: Dogs must be on a leash at all times)	
Number of Booths Required: (Booth Size is 10'X10')	
Special Requests: (We will do our best, however, we cannot guarantee all requests will be filled)	
Electricity: <input type="checkbox"/> YES <input type="checkbox"/> NO There is an additional fee of \$5.00 for an electrical hook up	
Join our email mailing list: <input type="checkbox"/> YES <input type="checkbox"/> NO	

The Coalition for Animals of Greater New Bedford, its agent(s), officers, committee members, or any individual acting in or on behalf of said corporation shall not be held liable for any reason whatsoever for personal injury, death, loss, theft, disability, or illness to dealer, dealer's agent(s), or any individual hired by, or assisting, or volunteering assistance to vendor in any manner, whatsoever. The Coalition reserves the right to reject any application that violates our organization's principles or conflicts with our sponsors.

I have read and agree to the terms contained within this contract:

Signature

Date

Print Name

DO NOT SEND CASH, checks or money orders should be made out and mailed to:
Coalition for Animals of Greater New Bedford
834 Kempton Street
New Bedford, MA 02740

We are inviting local businesses to donate items or services to be raffled off or serve as prizes the day of the event. Please support the Coalition for Animals with a donation!

Benefits of donation include:

- Greater visibility at the event; special spotlights on Facebook
- Opportunity to build brand awareness - Chance to hook people on your goods
- Tax deductible donation to benefit a non-profit

We can accept individual items or premade baskets; individual items may be combined with other donations to create eye-catching baskets. We recommend minimum donations in the value of \$15-25. Items do NOT have to be pet/animal related! Items should be dropped off or mailed to Animal Control, 834 Kempton Street, New Bedford, MA no later than:

May 15, 2020

Agreement to Donate

Name of Business/Individual _____

Business Address _____

City _____ State _____ Zip Code _____

Email _____

Phone Number _____

Hereby Agrees to Donate

Item Description (including limitations):

Value of \$ _____. All donations will be prominently displayed at the event's Raffle table or used as prizes for top fundraisers. Winners will be chosen the day of event.

Authorized Signature _____

Printed Name _____

Tips for Success

- Brand, brand, BRAND! Include your business card, make a basket that relates to your services, coordinate with your business colors
- Post about your raffle item/basket on your social media to help build hype