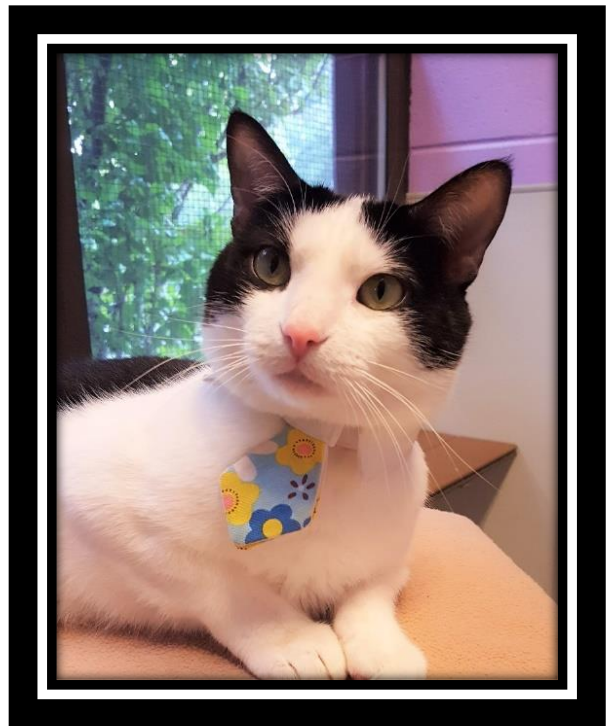




[saveapetil.org](http://saveapetil.org)

## **2023 Nonprofit Sponsorship Opportunities**



# Non-Profit Event Sponsorship

# WIIFY?

## What's in It for YOU?

### Non-Profit Event Sponsorship:

- **Puts Your Business in the Spotlight and Gets Your Brand Noticed**
- **Shows Community and Social Responsibility**
- **Markets Your Business Cost Effectively**
- **Helps You Obtain New Clients, New Customers, New Business**
- **Provides an Opportunity to Give Event Attendees Exposure to Your Business**

*Bringing samples to an event as giveaways is a great way to capture the attention of attendees.*

Nonprofits and their corporate colleagues have a codependent relationship. Corporations provide nonprofits with financial support and, in return, nonprofits provide corporations with positive PR and a boost in business.

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
  - 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause
- \* From the web site *nonprofit Hub*

Event sponsorship packages offer you and/or your business an opportunity to easily choose a best fit sponsorship that allows you to support Save-A-Pet while receiving exposure for your business in a number of different ways.

Friends of Save-A-Pet looking for the most visibility for their business have a variety of options based on budget and marketing goals. By sponsoring one of our annual events, your business may receive (based on level) online promotion, tickets, signage, public relations, and a high level of recognition while supporting the animals served by Save-A-Pet.

With a database of more than 20,000 contacts, an email list with 6,000 contact names, a volunteer roster of 167 local individuals, an active web site with hundreds of visitors each month, 30,000+ Facebook followers, and 1,400 Instagram followers you are sure to receive extensive exposure for your business.

# “What’s in It for Save-A-Pet”

- We are offering our partners an opportunity to sponsor EVERY Save-A-Pet fundraising event throughout 2023.
- This is a unique opportunity to showcase your business to the Lake County community and beyond while helping give dogs and cats a second chance at life.

## SPONSORSHIP LEVELS:

### Major Benefactor - \$10,000

- Recognition on Save-A-Pet’s website throughout the year
- Your name/logo on our electronic display in SAP lobby
- Listing in newsletter and on social media throughout the year
- All benefits of Platinum Paw Level sponsors for each event

### Benefactor - \$7,500

- Recognition on Save-A-Pet’s website throughout the year
- Your name/logo on our electronic display in SAP lobby
- Listing in newsletter and on social media throughout the year
- All benefits of Gold Paw Level sponsors for each event



# 60's and 70's Concert

with **THE BACKDATED BAND** featuring **JAY GOEPPNER**

*"It's been a Hard Day's Night and we are ready to raise some funds..."*

Ready to Come Together to support  
Save-A-Pet.

**Date/Time:** March 25, 2023

**Location:** TBD



## **SPONSORSHIP LEVELS:**

### **PLATINUM PAW — "ALL YOU NEED IS LOVE" - \$1,500 (Limit 1)**

#### **Six VIP admissions to the Beatles Tribute Concert**

- Your name or business name/logo prominently displayed on the event registration page
- Your name or business name/logo prominently displayed on signage at the venue
- Your name or business name/logo prominently displayed on electronic display in SAP lobby
- Prominent listing on the Save-A-Pet web site
- Prominent listing in all event advertising, in SAP newsletter and in social media

### **GOLD PAW — "WITH A LITTLE HELP FROM MY FRIENDS"- \$1,000 (Limit 2)**

- Four VIP admissions to the Beatles Tribute Concert
- Your name or business name/logo prominently displayed on the event registration page
- Your name or business name/logo prominently displayed on signage at the venue
- Your name or business name/logo prominently displayed on electronic display in SAP lobby
- Prominent listing on the Save-A-Pet web site
- Prominent listing in all event advertising, in SAP newsletter and in social media

### **SILVER PAW — "LOVE ME DO"- \$500**

- Two VIP admissions to the Beatles Tribute Concert
- Your name or business name/logo prominently displayed on the event registration page
- Prominent listing on the Save-A-Pet web site
- Listing in all event advertising, in SAP newsletter and in social media
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### **Bronze PAW — "ALL MY LOVING"- \$250**

- Two VIP admissions to the Beatles Tribute Concert
- Your name or business name/logo prominently displayed on the event registration page
- Prominent listing on the Save-A-Pet web site
- Listing in all event advertising, in SAP newsletter and in social media



## TOPGOLF Fundraising Event

**Date/Time:** June 4, 2023

**Location:** Topgolf in Schaumburg

**Time:** 2:00-5:00 PM

*Come and join Save-a-Pet for a fun filled evening at our 2<sup>nd</sup> Topgolf fundraising event. A fundraiser that caters to all skill levels including non-golfers, and beginners. This event will include three hours of game time, dinner buffet, unlimited beer/wine, special contests, silent auction, and raffle prizes.*



### **SPONSORSHIP LEVELS:**

#### **Title Sponsor: (1)- \$5,000**

- Special Recognition on all Topgolf Screens
- Opportunity to give brief remarks at the beginning of the event
- Tournament Ambassador to manage game logistics
- Includes **12 golfers** with **TWO** Golf Bay's along with their company name listed on the Golf Bay
- Company name on **Hole-In-One** Golf Bay
- Donor recognition at registration
- Recognition on all social media, email, and website as they **"Title Sponsor"**
- Array of appetizers and two drink tickets per person

#### **Play with a Golf Pro: (2) - \$3,500**

- Tournament Ambassador to manage game logistics
- Package includes six tickets with a **"Golf Pro"**
- Opportunity to have their "Team Name" listed on their Golf Bay
- Donor recognition at registration
- Recognition on all social media, email, and website
- Array of appetizers and two drink tickets per person

#### **Buffet Dinner Sponsor: (1) - \$2,000**

- Company name on Golf Bay
- Recognition on all social media and website
- Includes six golfers
- Array of appetizers and two drink tickets per person



**Bay Sponsor: (10) - \$1,200**

- Company name on Golf Bay
- Recognition on all social media and website
- Includes six golfers
- Array of appetizers and two drink tickets per person

**Drink Sponsor: (2) - \$750**

- Donor recognition at registration and bar area
- Recognition on all social media and website
- Includes four golfers
- Array of appetizers and two drink tickets per person

**Individual Ticket: (TBD) - \$150**

- Register individually or as a team
- Array of appetizers and two drink tickets per person

**Spectator Ticket: (TBD) - \$75**

- Register to attend the event without golf
- Array of appetizers and two drink tickets per person



# Furry Friends 2023 5K Run and Fun Walk Timed Run & “Six-Legged Walk” for a Dog and their Human(s)

This is our sixth walk/run event

Date: June 24, 2023

Location: Tentatively Old School Forest Preserve, Libertyville



## **SPONSORSHIP LEVELS:**

### **LEADER OF THE PACK - RACE SHIRT**

#### **SPONSOR - \$1,750 (Limit 1)**

- Your name/logo prominently placed on 125+ race shirts
- Opportunity to have promo materials/give-a-ways inserted in race bags
- Four free registrations to the race
- Prominent logo on the race application page
- Listing on the Save-A-Pet web site as exclusive Race Shirt sponsor
- Listing in all event advertising, in SAP newsletter and in social media
- 2 VIP tickets to our chosen signature event schedule in 2023

#### **TOP DOG - RACE AWARDS SPONSOR – \$1,250**

- Opportunity to have promo materials/give-a-ways inserted in race bags
- Two free registrations to the race
- Your name/logo prominently displayed on 125+ race shirts
- Prominent logo on the race application page
- Prominent listing on the Save-A-Pet web site as exclusive Race Awards Sponsor
- Listing in all event advertising, in SAP newsletter and in social media as exclusive Race Awards Sponsor

#### **PICK OF THE LITTER - BACKPACK SPONSOR \$1,000 - (Limit 1)**

- Placement of your name/logo on the race backpacks (with race logo)
- Two free registrations to the race
- Your name/logo on 125+ race shirts
- Logo displayed on the race application page
- Listing on the Save-A-Pet web site as exclusive Backpack Sponsor
- Listing in all event advertising, in SAP newsletter and in social media

#### **TAIL WAGGER - \$850**

- Two free registrations to the race
- Your name/logo on 125+ race shirts
- Logo displayed on the race application page
- Listing on the Save-A-Pet web site

- Listing in all event advertising, in SAP newsletter and in
- Social media

### **DROOL MASTER — \$550**

- One free registration to the race
- Your name/logo on 125+ race shirts
- Listing on the Save-A-Pet web site
- Listing in all event advertising, in SAP newsletter and in social media

### **FILL MY BOWL— \$350**

- One free registration to the race
- Your name/logo on 125+ race shirts



*If you have an idea for another sponsorship level that better first your needs, let us know and we will consider it! Sponsorships must be secured no later then **May 10<sup>th</sup>** in order to guarantee we get your logo on the race shirts*

*For further information please contact Cortney at  
**[development.coordinator@saveapetil.org](mailto:development.coordinator@saveapetil.org)***



# Save-A-Pet Fall Fun Walk Fundraiser

## ***Save-A-Pet Fall Fun Walk 2023***

This is our 3<sup>rd</sup> Annual Fall Fun Walk event.

Date: TBD – A Saturday in mid-October

Location: Tentatively Central Park, Grayslake, IL



## **SPONSORSHIP LEVELS:**

### ***Platinum Paw - \$1,000 (Limit 1)***

- Opportunity to have your promo materials/ give-a-ways inserted in walk bags (or at your table)
- Four free registrations to the walk
- Ability to have a booth or table near the registration area to promote your business or provide educational materials
- Prominent logo on the walk application page
- Prominent listing on the Save-A-Pet web site as exclusive Platinum Paw sponsor
- Prominent listing in all event advertising, in SAP newsletter and in social media

### ***Gold Paw - \$750 (Limit 2)***

- Opportunity to have your promo materials/give-a-ways inserted in walk bags
- Two free registrations to the walk
- Prominent logo on the walk application page
- Prominent listing on the Save-A-Pet web site as exclusive Gold Paw Sponsor
- Prominent listing in all event advertising, in SAP newsletter and in social media

### ***Silver Paw— \$500***

- Opportunity to have your promo materials/give-a-ways inserted in walk bags
- Two free registrations to the walk
- Logo displayed on the walk application page
- Listing on the Save-A-Pet web site as exclusive Silver Paw Sponsor
- Listing in all event advertising, in SAP newsletter and in social media

### ***Bronze Paw - \$300***

- Two free registrations to the walk
- Logo displayed on the walk application page
- Listing on the Save-A-Pet web site
- Listing in all event advertising, in SAP newsletter and in social media

### ***Copper Paw - \$150***

- One free registration to the walk
- Logo displayed on the walk application page
- Listing on the Save-A-Pet web site
- Listing in all event advertising, in SAP newsletter and in social media

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- Additional events and opportunities may be added throughout the year
  - For more information or to receive a sponsor application, please contact:

**Stacy Ellington**  
**Development Manager**  
[Development.manager@saveapetil.org](mailto:Development.manager@saveapetil.org)  
**847-740-7788, ext. 108**

- *If you have an idea for another sponsorship level that better fits your needs, let us know and we will consider it. The sooner you register as a sponsor, the sooner we can start promoting you!*

