

Bark From The Heart



May 1–31, 2021

The **EVENT**

May 1–31



Bark in the Park is The Anti-Cruelty Society's largest fundraising event of the year, but with pandemic safety in mind, the event has been recast as Bark From The Heart—which still provides an opportunity to celebrate and support animals in need. While we hope for the return to the park in 2022, this year, we are engaging with thousands of supporters to raise awareness and funds to help The Anti-Cruelty Society care for and protect animals through Bark From The Heart. Your sponsorship will help us meet our goal to raise \$150,000 to support animals in need.

The Bark From The Heart campaign begins on May 1 and runs throughout the month. Participants are encouraged to sign up as individuals or form a team of friends and family to help meet their personal fundraising goals. Each participant will receive a flag and a digital program book. The book offers pet activities,

expert tips, and animal success stories, as well as provides opportunities to raise awareness for sponsors, products, and/or services designed for our fur friends. Participants may also purchase an event T-shirt and bandana. The event ramps up to **Saturday, May 22** as participants will pick their own pet-centric adventure and plant their flag to support animals. Each participant will be encouraged to share their own experience on social media with #Bark2021.

The multi-channel marketing and promotion plan for Bark From The Heart utilizes a robust combination of digital paid ads, targeted social media posts and ads, contests, video, e-blasts, printed invitations, and outreach through the Society's communication channels. In addition, the Society will work with two media sponsors, as well as a number of local media partners to promote the event.

The Society's extensive outreach efforts will target the following audiences:

32,000

Email contacts

7,500

Fosters/Volunteers/Adopters

80,000

Monthly website visitors

79,000

Facebook followers

29,400

Instagram followers

11,600

Twitter followers

Your SPONSORSHIP



There are a number of ways to support Bark From The Heart. Below are the benefits we offer to our sponsors.

| | PROGRAM ADS \$250, \$500, or \$750 | BRONZE \$1,500 | SILVER \$3,000 | GOLD \$5,000 | PLATINUM \$10,000 | PRESENTING \$25,000 Generously filled by VCA Animal Hospitals |
|-----------------------------|--|---|---|---|---|---|
| RECOGNITION | Name included on event website | Logo inclusion on event flyers, website, and e-blasts | Logo inclusion on event flyers, website, and e-blasts | Logo inclusion on event flyers, website, and e-blasts | Logo inclusion on event flyers, website, e-blasts, and mailings, plus press release mention | Recognition as Presenting Sponsor and logo inclusion on event flyers, website, e-blasts, and mailings, plus press release mention |
| REMARKS | | | | | 30 second video featured on event website | 1 minute video featured on event website |
| SOCIAL MEDIA POSTS | | | 1 social media post | 1 social media post | 1 social media post | 2 social media posts |
| BARK KITS | 1 flag and 2 T-shirts | Small | Small | Small | Medium | Large |
| LOGO ON FLAG | | | | Yes | Yes | Premium placement |
| LOGO ON T-SHIRT | | Yes | Yes | Yes | Yes | Premium placement |
| DIGITAL PROGRAM BOOK | Included based on ad size. See page 4. | ¼ page ad, coupon, and Barketplace listing | ½ page ad, coupon, and Barketplace listing | ½ page ad with premium placement, coupon, Barketplace listing, and Pet Trends feature | Full page ad, coupon, Barketplace listing, and Pet Trends feature | Full page ad with premium placement, coupon, Barketplace listing, and Pet Trends feature |

Sponsor BENEFITS



Bark From The Heart relies on the generosity of sponsors like you. The following provides some details about how your sponsorship supports your organization and our fundraising efforts:

Recognition: Sponsor logos will be displayed on Bark From The Heart T-shirts and depending on the level of sponsorship will also appear on flags and e-blasts. All sponsors \$250 and above will be recognized in the Society's 2021 Annual Report.

Speak to our Audience: Top-level sponsors will be given the opportunity to provide a short video, serving as event "remarks," that will be featured on the event website.

Social Media: Speaking to more than 125,000 followers on Facebook, Twitter, and Instagram, the Society will highlight the generosity of sponsors.

Bark Kit: Sponsors will be provided with a Bark Kit for their own distribution. Bark Kits include the following:

Small Bark Kit: 5 flags, 5 shirts, 5 bandanas

Medium Bark Kit: 10 flags, 10 shirts, 10 bandanas

Large Bark Kit: 15 flags, 15 shirts, 15 bandanas

Digital Program Book: All participants will receive a digital book when they register. This book offers ideas on pet activities, coupons,

tips from our animal experts, and success stories. This digital program will highlight sponsors and advertisers that support the Society's life-saving work.

ADVERTISING OPPORTUNITIES

Want to share your product or service with our Bark participants? There are a variety of opportunities in the digital program book through different types of ads and promotions.

ADS:

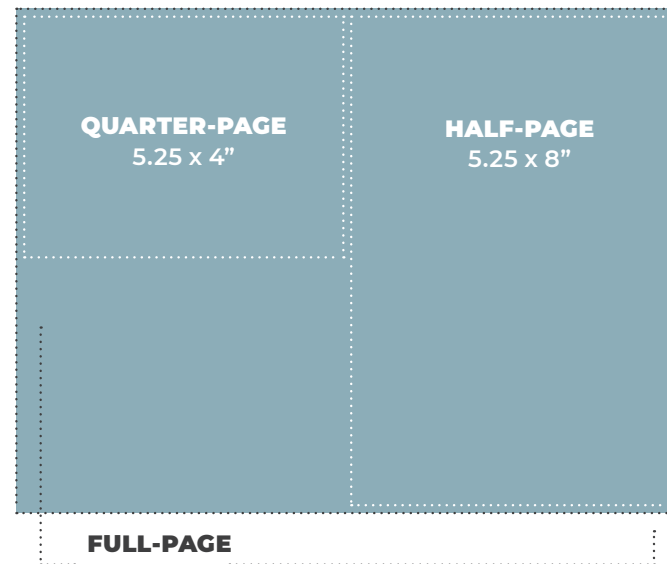
Full-page: 10.5" x 8" \$750
 Half-page: 5.25" x 8" \$500
 Quarter-page: 5.25" x 4" \$250

FEATURED PRODUCTS AND PROMOTIONS:

Pet Trends Feature: Special section to feature a write-up of your product \$300

Coupon: Offer a promotion or discount to increase traffic to your business or organization \$100

Marketplace Listing: Feature your name/address/phone/url and 65 character description \$50



| COUPON 3.33 x 1.85" | BARKETPLACE | |
|------------------------|--|--|
| | <p>BUSINESS NAME: 10 pt/Bold Address/phone/url: 10 pt medium Custom message: 8.5/11 pt medium italic up to 65 characters</p> | <p>The Anti-Cruelty Society 157 W. Grand Ave., Chicago, IL 60654 312-644-8338 anticruelty.org Chicago's oldest and largest animal welfare organization.</p> |
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The IMPACT



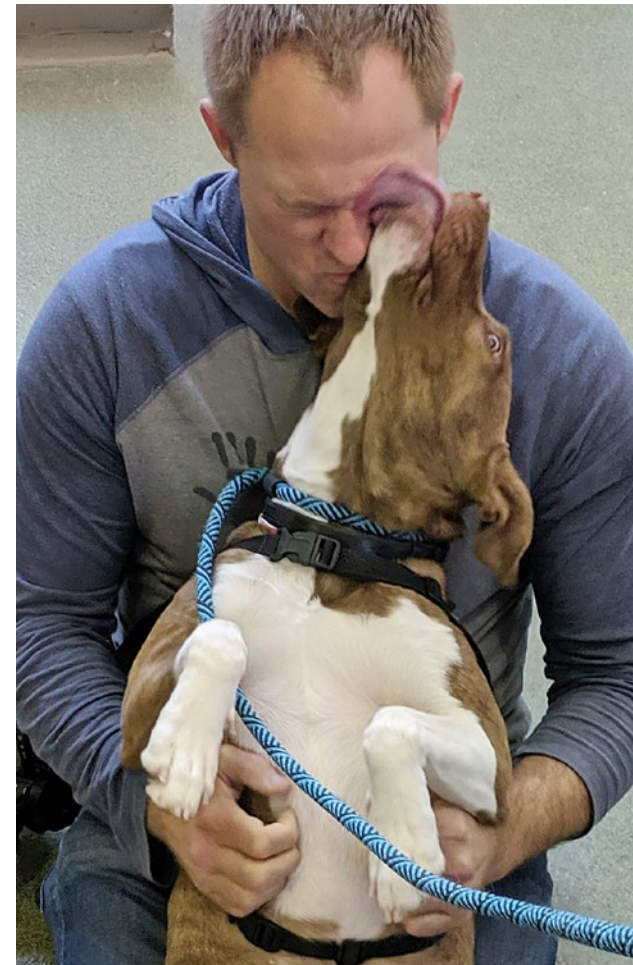
Bark From The Heart sponsors and donors will help The Anti-Cruelty Society raise funds and awareness to support animals in need. The Society has served as an open door to compassion since 1899, and as Chicago's oldest, and most comprehensive open-admission animal welfare organization, has focused on building a community of caring by helping pets and educating people.

Our programs and services help more animals and humans every year through abuse and cruelty investigations, adoptions, spay/neuter surgeries, as well as animal care and rehabilitation. The now virtual outreach and education programs provide learning opportunities for youth, families, adults, and organizations in Chicago and across the country.

With a focus on community care initiatives that help keep pets with their families, the Society provides safety net programs such as the Pop-Up Pet Food Pantry, Friends Who Care for senior pet owners, emergency short term pet care, and a Pet Deposit Subsidy program.

CONTACT US

For more information on sponsorship opportunities please contact Sharla Nolte at 312-544-9819 or snolte@anticruelty.org.



Put your compassion in action and
support Bark From The Heart!

Sponsor COMMITMENT form



- \$10,000 Platinum Sponsor
- \$5,000 Gold Sponsor
- \$3,000 Silver Sponsor
- \$1,500 Bronze Sponsor

- \$750 Full-Page Ad
- \$500 Half-Page Ad
- \$250 Quarter-Page Ad

- \$300 Pet Trends Feature
- \$100 Coupon
- \$50 Marketplace Listing

Contributor/Business Name _____ Contact Person _____
(As you wish to be recognized on all materials)

Address _____ City, State, Zip _____

Daytime Phone _____ Email _____

Sponsorship Contribution \$ _____

PAYMENT INFORMATION:

- VISA
- MasterCard
- American Express
- Discover
- Check (payable to The Anti-Cruelty Society)

Name on card _____

Credit card _____

Expiration date MM/YYYY _____ CVV _____

Authorized signature _____

PLEASE RETURN THIS COMPLETED FORM BY FRIDAY, APRIL 16, 2021 TO SECURE YOUR SPOT.

Return forms to: Sharla Nolte

The Anti-Cruelty Society, 157 W. Grand Ave., Chicago, IL 60654, Phone: 312-554-9819, Email: snolte@anticruelty.org

The Anti-Cruelty Society is a private, independent 501(c)3 non-profit organization that relies on the generosity of our donors and supporters. We are not funded or operated by any parent organization or governmental agency.