

Name: _____
 Title: _____
 Company: _____
 Address: _____

 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____

We will sponsor The Humane Society of Berks County 32nd Annual Walk for the Animals and Walktoberfest 2009 at the following level:

- Curious Cat Level 150
- Precious Paws Level 300
- Purrfect Partner Level 600
- Special Friend Level 1,200
- True Companion Level 2,500
- Leader of the Pack Level 5,000
- We cannot be a sponsor, but we are enclosing a contribution for \$_____ to support The Humane Society of Berks County

PAYMENT OPTIONS:

- Our check is enclosed
- Our check will be sent separately
- Please send us a reminder or invoice about our contribution payment
- Please charge our:
 - Visa Mastercard
 - Discover American Express

Card Number: _____
 Sec. Code: _____ Exp. Date: _____
 Name on Card: _____

**SPONSOR EXHIBIT SPACE
 AT THE LINDY SCHOLAR
 WALK FOR THE ANIMALS
 AND WALKTOBERFEST**

- We would like to reserve a free exhibit space at the Walk
- We do not want a free exhibit space at the Walk

Sponsorship Commitment for full Promotional Consideration is July 18, 2009 for inclusion in our Kennel Kapers Walk Special Edition. Sponsors at the Purrfect Partner Level or higher are asked to submit their black and white camera ready logo by this date. Commitments received after this date will be included in all promotional materials as deadlines allow. Camera ready artwork for ad space is requested by August 1, 2009 for inclusion in newspaper supplement and Walk Program Book. Logos and high resolution artwork (PDF or jpeg) can be sent to kminor@berkshumane.org

Make check payable to:
 The Humane Society of Berks County

Notation on check:
 Sponsor, Walk for the Animals 2009

Please send this completed form, payment, and logo/advertisement to:
 Walk for the Animals 2009
 The Humane Society of Berks County
 1801 N. 11th Street
 Reading, PA 19604

For questions or additional information on sponsorship opportunities or other corporate contributions, contact:
 Karel Minor, Executive Director
 Humane Society of Berks County
 Phone: 610.921.2348 Ext. 10
kminor@berkshumane.org

EXHIBITOR REGISTRATION

Saturday, September 26, 2009
 10 am - 3 pm (Rain or Shine)

Priority for covered exhibit space will be given to sponsors paying \$150 or more. Please note, the HSBC cannot supply tents for those groups in non-covered locations and the event is rain or shine. Tables are not provided and electric is limited. A few weeks before the event, participating organizations will be mailed an information packet listing exhibitor numbers, site locations, and unloading instructions. Exhibitors are not permitted to sell food or drink. (Animal related food items are permitted!)

Organization Name: _____
 Website: _____
 Address: _____

 Contact Name: _____
 Contact Phone: _____
 Contact E-mail: _____
 Organization E-mail: _____

Will you be bringing animals to the Walk?

- No Yes, please describe: _____

Animals are restricted to dogs only. All dogs must be kept on a leash or in a secure enclosure. Leashes must be no longer than 6' (no flexi or extended leashes). Dogs must be current with all vaccinations and have a current license. DO NOT bring females in season or puppies less than 8 weeks of age.

Do you have any special needs or requirements of which we should be aware? _____

Please check the appropriate boxes:

- Non Profit 10x10 space - free
- Vendor 10x10 space. I have enclosed a check for \$75
- Walk Sponsor 10x20 space. I have enclosed a check or commitment for \$150 or more (includes full sponsor benefits)
- Electric Requested (cannot guarantee availability)

The undersigned, in consideration of admittance to this activity, do agree to indemnify, save, and hold harmless, Humane Society of Berks County, from any loss, liability, damage or costs which may be incurred due to participation in this activity.

Signature: _____

Date: _____
 Please complete this form and return to the HSBC by August 23, 2009
 Fax: 610.921.5833
 Questions/Contact: Jennifer Long, Community Outreach Director,
 610.921.2348 Ext. 13 or jlong@berkshumane.org

32ND ANNUAL
Walk for the Animals and Walktoberfest
 SEPTEMBER 26, 2009
 FIRST ENERGY STADIUM,
 HOME OF THE READING PHILLIES
 A BENEFIT FOR THE HUMANE SOCIETY OF BERKS COUNTY

**2009
 CORPORATE SPONSOR
 INFORMATION**




The Leader in Animal Welfare • berkshumane.org
 1801 N. 11th Street, Reading, PA 19604 • 610.921.2348
 1201 Ben Franklin Hwy E, Douglassville, PA 19518 • 610.385.0928

32ND ANNUAL


Walk for the Animals and Walktoberfest

CORPORATE SPONSORSHIP LEVELS

32ND ANNUAL

**Walk for the Animals
and
Walktoberfest**



**CORPORATE
SPONSORSHIP
LEVELS**



HUMANE SOCIETY
OF BERKS COUNTY

THE LEADER IN ANIMAL WELFARE

<u>WALK SPONSOR TYPE</u>	<u>COST</u>	<u>LISTING TYPE</u>	<u>EXTRAS</u>
NON-PROFIT ORGANIZATION	FREE	NAME (TEXT, NO LOGO) IN WALK PROGRAM BOOK	NO
WALK VENDOR	\$75	NAME (TEXT, NO LOGO) IN WALK PROGRAM BOOK	NO
CURIOUS CAT LEVEL	\$150	NAME (SMALL TEXT, NO LOGO) IN ALL PUBLICATIONS* AND WEB SITE	NO
PRECIOUS PAWS LEVEL	\$300	NAME (LARGE TEXT, NO LOGO) IN ALL PUBLICATIONS* AND WEB SITE	1/4 PAGE AD IN WALK PROGRAM BOOK
PURRFECT PARTNER LEVEL (EARLY COMMITMENT BONUS!)	\$600	SMALL LOGO ON ALL PUBLICATIONS* AND WEB SITE	1/4 PAGE AD IN WALK PROGRAM BOOK (2.5" WIDE BY 4" HIGH) 1/8 PAGE AD IN NEWSPAPER SUPPLEMENT (4" WIDE BY 2.75" HIGH) SMALL LOGO ON WALK T-SHIRT AND SWEATSHIRT
SPECIAL FRIEND LEVEL (EARLY COMMITMENT BONUS!)	\$1,200	MEDIUM LOGO ON ALL PUBLICATIONS* AND WEB SITE	1/2 PAGE AD IN WALK PROGRAM BOOK (5" WIDE BY 4" HIGH) 1/4 PAGE AD IN NEWSPAPER SUPPLEMENT (4.75" WIDE BY 5.625" HIGH) MEDIUM LOGO ON WALK T-SHIRT AND SWEATSHIRT COMPANY NAME SUBMITTED WITH PRESS RELEASE COMPANY NAME LISTING ON TICKETS & ADDITIONAL PERKS FOR HSBC NIGHT AT THE R-PHILS ON AUGUST 18TH
TRUE COMPANION (EARLY COMMITMENT BONUS!)	\$2,500	LARGE LOGO ON ALL PUBLICATIONS* AND WEB SITE	FULL PAGE AD IN WALK PROGRAM BOOK (5" WIDE BY 8" HIGH) 1/2 PAGE AD IN NEWSPAPER SUPPLEMENT (9.667" WIDE BY 5.625" HIGH OR 4.75" WIDE BY 11.5" HIGH) MEDIUM LOGO ON WALK T-SHIRT AND SWEATSHIRT COMPANY NAME SUBMITTED WITH PRESS RELEASE PLUS, YOUR CHOICE OF EXPO SPONSOR, PET CONTEST SPONSOR OR MUSIC SPONSOR
LEADER OF THE PACK (EARLY COMMITMENT BONUS!)	\$5,000	EXTRA LARGE LOGO ON ALL PUBLICATIONS* AND WEB SITE	FULL PAGE AD IN WALK PROGRAM BOOK (5" WIDE BY 8" HIGH) FULL PAGE AD IN NEWSPAPER SUPPLEMENT (9.667" WIDE BY 11.5" HIGH) LARGE LOGO ON WALK T-SHIRT AND SWEATSHIRT COMPANY NAME SUBMITTED WITH PRESS RELEASE PLUS, TITLE SPONSOR PACKAGE

ALL CURIOUS CAT LEVEL SPONSORS AND ABOVE ARE ELIGIBLE FOR OVERSIZED (10X20) EXHIBIT SPACE AND VIP PARKING.
EARLY COMMITMENT TWO-FOR-ONE BONUS:
COMMIT AT THE PURRFECT PARTNER LEVEL OR ABOVE BY JUNE 1 AND RECEIVE FULL SPONSORSHIP CONSIDERATION FOR THE WALK AND FOR PINTS FOR PUPS!
 *CIRCULATION FOR KENNEL KAPERS IS 7,000; WALK BROCHURE IS 15,000; NEWSPAPER SUPPLEMENT IS 90,000