

Fundraiser Sponsorship Packet Application



Make the Difference in the Life of a Life-Saver:

Sponsor a Public Safety Dog Because Someday You May Need Rescuing

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Event Facts Sheet

What: Public Safety Dogs Fundraiser

When: November 19th 2012

Time: 6:30 pm to 11:00 pm

Where: Griffin Lounge NYC, 50 Gansevoort Ave, NYC

Why: To raise the awareness and much needed financial support for Public Safety Dogs to get them to the law enforcement agencies across the nation.

Ticket Prices: \$50.00

Press Reach: 1,000,000+

*There are even more means of reaching your audience thanks to these additional unique opportunities:

25 local and national outlets covered red carpet arrivals {Photo, Online, Print, Radio, and Television}

2 Exclusive photography outlets covered inside the event {Wire Image and WENN}

The Event will be covered by I fame Television distributed through Roku Television. Roku is currently in 4 million home nationwide.

Number of Expected Attendees 300- 400

Invited Professional Industry *(But not limited to):*

- Culinary
- Education
- Entertainment
- Fashion
- Finance
- Government
- Marketing
- Publishing

Appearances and Attendees

- Hosted By Brielle Marie Calafiore “Jerseylicious” and now “Glam Fairy” “Style Network”
- Co-Hosted by Corey Epstein from (Jerserylicious)
- Special Live Performances by:
 - “Magicus”, Known for Performing with TPain, Akon, and Kayne West
 - “Golden Chyl” Also Known as Andre Fennell, he has produced music for Shaggy, Rihanna, P. Diddy, Wyclf, and Chris Brown
 - “A. Lewins” with Platinum Recording Producer, “Ebonics” known for producing Platinum Records for Cameron, Rick Ross and Chris Brown.
- Live Entertainment from “Dan Cain” The Mentalist/Illusionist ,Previously Seen on ABC for his Predictions
- Music Provided Celebrity DJ “Stacy Styles” www.onehotdj.com

Special Invited Guests

Ellen, Leonardo Dicaprio, Theresa (Housewives of NJ) Pierce Bronson, DJ Kay Slay, Cherry Martinez, Nigel Barker, Mike Ruiz, Ashley Green, Fabulous, DJ Clue, Dina Lohan, recording artist, Maino, Jamal Woodard, Kemba Walker, (bobcats) Roberto Clemente Jr, Rick Borgia. Mob wives cast, NJ Housewives cast, DJ Clue, Iman Shumpert, NY Knicks, Plus Many others.

*PLEASE NOTE WE ARE STILL CONFIRMING CELEBRITY GUESTS AND APPEARANCES.

To view past events from Billie Mitchell Public Relations & Events Please visit,

www.billiemitchellpr.com

Sponsor Your Own Dog and Get To Name him: \$10,000

If you sponsor a dog to be trained and transported then donated, you can get to name your dog either after your company or loved one. In return we will give you the same package of the title sponsor and pictures of you and your dog. We will keep you updated on his progress and how many lives he has saved!

CURRENT CITIES/STATES IN NEED OF DOGS IMMEDIATELY, with your sponsorship we can get them there!

- Granville NC
- Durham NC
- Maui, Hawaii

~ALL SPONSORSHIP PACKAGES ARE TAX DEDUCTIBLE~

Title Sponsor \$7,500

Please note can be a beverage sponsor (for Exclusivity)

Print Exposure

Logo placement on all of the following print materials:

- In front of event title on all marketing materials
- In the front of official event program
- On the official banner and/or Step & Repeat signage
- On the front of all brochures, invitations and mailers

Media Exposure

Recognition on the following media materials:

- Event Media Kit
- Press Releases outreach of over 1,000,000+
- Flyers
- Invitations
- Personalized interview with Press on Red Carpet with all press and media
- Personalized Video Reel with Watermarked logos and your companies' information for viral marketing example, (You tube, Facebook your website, twitter, etc.)

Web Exposure

- Key logo placement on main page of event website www.billiemitchellpr.com
- Key logo placement with hyperlink on the official sponsor section of the event website www.billiemitchellpr.com and www.publicsafetydogs.org
- Billie Mitchell PR website has over 100,000 hits each month.
- Mentions about your company through social media, on Facebook and twitter from Event Host.

(Title Sponsorship Continued)

Audience Exposure

- Logo or banner placement at event venue
- Logo On Step and Repeat
(Title Sponsorship Continued)

- Mentions and Appreciation from Event hosts, Publicist, and President while PSA Speech
- Logo Placement on 60x60 Projector screen inside the venue, for all to see

Direct Marketing

- Distribution of items of your choosing in Event VIP Gift Bags

Direct Participation:

- 4 VIP tickets with full access to the event with a Table and Bottle Service Any extra tickets will be discounted by 50%

Platinum Sponsor \$ 5,000

Print Exposure

Logo placement on all of the following print materials:

- In front of event title on all marketing materials
- On the official banner and/or Step & Repeat signage
- On the front of all brochures, invitations and mailers

Media Exposure

Recognition on the following media materials:

- Event Media Kit
- Press Releases outreach of over 1,000,000+
- Flyers
- Invitations

Web Exposure

- Key placement of logo on main page of event website www.billiemitchellpr.com
- Prominent logo placement with hyperlink on the official sponsor section of the event website www.billiemitchellpr.com and www.publicsafetydogs.org

Audience Exposure

- Logo or banner placement at event venue

Direct Marketing

- Distribution of items of your choosing in VIP Event Gift Bags

Direct Participation

- 2 VIP passes allowing full access to event. Any extra tickets will be discounted by 50%

Gold Sponsor \$3,000

Print Exposure

Logo placement on all of the following print elements:

- On the Front of all brochures, invitations and mailers

Media Exposure

Recognition on the following media materials:

- Event Media Kit
- Press Releases

Web Exposure

- Prominent logo placement with hyperlink on the official sponsor section of the event website www.billiemitchellpr.com and www.publicsafetydogs.org

Direct Marketing

- Distribution of items of your choosing in VIP Event Gift Bags

Direct Participation

- 2 VIP passes allowing full access to event. Any extra tickets will be discounted by 50%

Beverage Sponsor - \$3,000.00

Print Exposure

Logo placement on all of the following print materials:

- In front of event title on all marketing materials
- On the official banner and/or Step & Repeat signage
- On the front of all brochures, invitations and mailers

Media Exposure

Recognition on the following media materials:

- Event Media Kit
- Press Releases outreach of over 1,000,000+
- Flyers
- Invitations
- Personalized interview with Press on Red Carpet with all press and media
- Personalized Video Reel with Watermarked logos and your companies' information for viral marketing example, (You tube, Facebook your website, twitter, etc.)

Web Exposure

- Key logo placement on main page of event website www.billiemitchell.com
- Key logo placement with hyperlink on the official sponsor section of the event website www.billiemitchellpr.com and www.publicsafetydogs.org
- Billie Mitchell PR website has over 100,000 hits each month.
- Mentions about your company through social media, on Facebook and twitter from Event Host.

Audience Exposure

- Logo or banner placement at event venue
- Logo On Step and Repeat
(Beverage Sponsor Cont'd)
- Mentions and Appreciation from Event host, Publicist, and President while PSA Speech
- Direct Marketing Distribution of items of your choosing in Event VIP Gift Bags

Direct Participation

- 4 VIP passes allowing full access to event with a bottle and table at the event. Any extra tickets will be discounted by 50%

Supporting Sponsor/ Red Carpet Step and Repeat Sponsor \$1,000

Print Exposure

Press Releases, Event Media Kit, Logo placement on all flyers, invitations, and mailers

Logo placement on all of the following print elements:

- Step and Repeat

Direct Marketing

- Distribution of items of your choosing in VIP Event Gift Bags

Audience Exposure

- Logo or banner placement at event venue
- Mentions and Appreciation from Event host, Publicist, and President while PSA Speech

Direct Participation

- 2 VIP passes allowing full access to event. Any extra tickets will be discounted by 50%

VIP Gift Bag Sponsor \$700

Take advantage of direct marketing to our target audience by submitting items of your choosing for distribution in the event VIP Gift Bags

Print Exposure:

- Logo placement on all the following, print elements
- Invitations, flyers, and mailers

Media Exposure:

- Event Media Kit
- Press Releases

Web Exposure:

- Logo placement with hyperlink on the official gift bag section on event website, www.billiemitchellpr.com and www.publicsafetydogs.org
- Must provide a minimum of 300 items **Please note, we will not be accepting flyers/postcards/business cards as inserts unless they offer our attendees a coupon or discount for your product or service.*

Direct Participation:

- 1 VIP Ticket to event. All extra tickets will be discounted by 50%

Yes, I would like to support Public Safety Dogs Non Profit, at the following sponsorship level (please check one):

- Sponsor your own Dog: \$10,000
- Title Sponsor \$7,500
- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Beverage Sponsor \$3,000
- VIP Event Gift Bags Sponsor \$700
- Supporting Sponsor/Step and Repeat \$1,000

Please check all that apply

- Medical/Health
- Fashion/Jewelry
- Entertainment
- Non-Profit Organization
- Beverage
- Beauty
- Restaurant/Lounge
- Government/Politics
- Spa/Salon
- Other
-

If you would like to Sponsor A Dog and Name him, Please fill out the application below.

Full Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip _____

Day Phone: _____ Evening Phone: _____

Fax: _____ Email: _____

Name of Your Dog _____

Beverage Sponsor:

(Minimum amount for guests varies depending upon venue capacity) please select all that apply:

- A representative will be present at the event and have an official booth where they set up to provide information and marketing materials to attendees
- We will provide enough beverages to serve the designated number of guests and will ship the product per instructions of the event organizer

Description of Each Insert: _____

Full Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip _____

Day Phone: _____ Evening Phone: _____

Fax: _____ Email: _____

Website: _____

Terms of Agreement for Public Safety Dogs Inc. & Sponsors

Payment Policy

1. Vendors must submit a completed copy of the Sponsorship Application Form via email to bm@billiemitchellpr.com and indicate which package you wish to sponsor.
2. Upon receipt of the Application Form, the vendor will be emailed an Invoice for payment via email with the address of Foundation office to mail the check.
3. Full package price must be paid upon invoice (other arrangements can be made)
- 4 Public Safety Dogs Non Profit 501 c3, reserves the right to refuse sponsors that do not feel fit with the message and theme of the event.
5. The Sponsor shall not assign any part of any space assigned to them without prior written authorization of Public Safety Dogs Org.
6. Make checks & Money Orders Payable to Public Safety Dogs Inc.
7. The organization (Public Safety Dogs Inc. is operated by a 501C3 non-profit. All sponsorships will receive documentation for a tax deductible for your company.

Terms and Conditions

***Set-up (for Presenting & Beverage Sponsors ONLY)**

- Set up on the day of the event will begin at 11:00am. Please arrive on time. All Sponsors are asked to have their booths set-up and stationed by 6:00pm. No move-ins or setups will be permitted while the show is open to the public. (subject to change)
- Heavy items must be carried or moved in on wheels as to not cause permanent damage to the floors of the event space.
- While there will be volunteers to help assist with set-up, the Sponsor is responsible for any heavy lifting/carrying that must be done.
- The driving of any nails, tacks, screws or the use of any method of attaching materials to the walls, floors, and rails of the facility is strictly prohibited.
- Sponsor agrees to comply with local, city, and state laws, ordinances and regulations covering fire, safety, health, and other matters.

**Set-up time subject to change based upon availability of venue*

Indemnification:

Public Safety Dogs Inc. and its sponsors and charitable partners will not be liable for loss or damages to the sponsor's property from theft, fire, accident, or any other cause beyond its control. Sponsor agrees to hold harmless Public Safety Dogs INC. the sponsors, charitable partners, as well as their respective officers, directors, and organizers from all claims and liability or willful misconduct of Vendor, its agents, employees or invitees. The Sponsor, on signing this agreement, expressly releases the aforementioned from all claims from loss, damage, or injury.

A Public Safety Dogs INC. and its sponsors and charitable partners will not be liable for cancellation of Event due to circumstances beyond its Control, including, but not limited to, strike, civil disobedience, acts of God or inclement weather.

*I have read, and agree to abide by the terms and conditions set forth above for the Public Safety Dogs Inc.

Sponsor Representative Name (Print): _____
Business Name (Print): _____

Sponsor Representative Signature: _____ Date

Billie Mitchell Director of Public Relations Public Safety Dogs _____ Date