



March 12, 2019

Dear C-SNIP Supporter:

How can your company showcase its brand while supporting a great cause? You can raise your visibility with over 11,000 pet owners who use C-SNIP services each year with a sponsorship of our 2<sup>nd</sup> annual Wags & Whiskers event. Our 1<sup>st</sup> annual event last October was a success with 125 registered guests and great pre-event exposure for our sponsors. Our 2019 event is planned for October 2019 and we expect it will be bigger and even more successful this year. We invite you to become a 2019 Wags & Whiskers sponsor!

The 2<sup>nd</sup> annual Wags & Whiskers event will feature a “spaytacular” evening of camaraderie, delicious hors d’oeuvres, silent auction, and beer and wine. A brief but powerful program about C-SNIP’s community impact will round out the evening. Event proceeds will help support our mission to prevent pet overpopulation by raising critical funds to ensure our spay/neuter surgery is available to all pet owners, regardless of their financial circumstances. In return for your sponsorship, Karen Jason-Gill West Michigan Relocation will enjoy increased brand recognition and goodwill in our community. Sponsors will be listed on C-SNIP’s website and in the event marketing materials. A sponsorship offers exposure that is more directly targeted, more effective, and less costly than traditional advertising. Your sponsorship is also tax-deductible and will help prevent the needless euthanasia and abandonment of dogs and cats that results from overpopulation.

Enclosed are the 2019 Wags & Whiskers event sponsorship materials that outline the investment options and the benefits you will receive. To maximize your exposure as an event sponsor, please return your completed sponsorship commitment form by March 29, 2019. If you have questions, please feel free to contact me at 616-219-1074 or at [scnewton@csnip.org](mailto:scnewton@csnip.org). We look forward to your sponsorship, partnership, and support.

Sincerely,

A handwritten signature in black ink that reads "Sharon Caldwell-Newton". The signature is fluid and cursive.

Sharon Caldwell-Newton  
Executive Director



## 2019 Wags & Whiskers Event Sponsorship Levels & Benefits

### **Top Dog Sponsor (\$2500 or more):**

- Prominent logo placement on C-SNIP website as 2019 corporate partner including linked logo to your website
- Featured logo listing in all event materials
- A featured month of posts as corporate supporter on C-SNIP Facebook page (nearly 8000 followers)
- 6 complimentary tickets to event
- Satisfaction knowing that your investment prevents pet overpopulation and helps ensure that all puppies and kittens born have the best chance at a lifelong home

### **Cool Cat Sponsor (\$1000 up to \$2499):**

- Logo placement on C-SNIP website as event sponsor
- Logo listing in all event materials
- A week of posts as 2019 corporate supporter on C-SNIP Facebook page (nearly 8000 followers)
- 4 complimentary tickets to event
- Satisfaction knowing that your investment prevents pet overpopulation and helps ensure that all puppies and kittens born have the best chance at a lifelong home

### **Tail Wagger Sponsor (\$500 up to \$999):**

- Listing on C-SNIP website as 2019 event sponsor
- Company name listed in all event materials
- A recognition post as a corporate supporter on C-SNIP Facebook page (nearly 8000 followers)
- 2 complimentary tickets to event
- Satisfaction knowing that your investment prevents pet overpopulation and helps ensure that all puppies and kittens born have the best chance at a lifelong home

### **Pet Pals Sponsor (\$250-\$499)**

- Listing on C-SNIP website as 2019 event sponsor
- Company name listed in event program
- 2 complimentary ticket to event
- Satisfaction knowing that your investment prevents pet overpopulation and helps ensure that all puppies and kittens born have the best chance at a lifelong home





C-SNIP Wags & Whiskers Sponsorship Commitment Form

Sponsorship Levels:

Top Dog (\$2500)     Cool Cat (\$1000)     Tail Wagger (\$500)     Pet Pals (\$250)

Company Name: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Website: \_\_\_\_\_

Yes, I'd like to purchase  tickets for the general event. Tickets are \$45 each, \$50 after 10/1/19.

*Listed below are the payment options for sponsorship opportunities and ticket purchases.*

Check enclosed (payable to C-SNIP).                       please send me an invoice.

please charge my (circle one):    Visa    MasterCard

Amount: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**\*\*Deadline to be included in all event materials: 4/1/19\*\***

***Thank you for your support!***

