PAWS CHICAGO WALK OR RUN FOR THEIR LIVES

SPONSORSHIP • HERO HANGOUT
AND IN-KIND DONATION PACKET

Sunday, June 2, 2019 • Montrose Harbor • 7:30 a.m. – Noon

Packet updated December 2018
PAWS CHICAGO 5K
PAWS CHICAGO 5K is a pet-friendly walk/run for animal lovers and their canine companions. The event is at Montrose Harbor and welcomes over 6,000 human and 2,800 canine attendees who come together to make their miles matter. In addition to the main event, there will be pet-friendly vendors, live entertainment, food & drinks, and more!

ABOUT PAWS CHICAGO
PAWS Chicago is dedicated to building No Kill communities—starting with a No Kill Chicago—where all healthy and treatable pets are saved. PAWS uses the power of community engagement to fuel its lifesaving efforts and the programs that support its No Kill mission:

PREVENTION
The main tools for reducing the birth of unwanted animals are spay/neuter programs and community outreach.

ADOPTIONS
PAWS finds new, loving homes for animals through our two adoption centers as well as numerous off-site events.

ANIMAL HEALTH AND BEHAVIOR
Our No Kill commitment means that we give every pet the medical treatment, rehabilitation, training and socialization needed to prepare them for adoption.

VOLUNTEERS
Volunteers are the life force behind every aspect of our efforts. Without this impassioned labor force, PAWS Chicago would not be possible.

IN 2018:

ACCESS TO

Pet Owners/Participants
6,000

Pet Participants
2,800

Walkers
5,000

Runners
1,000

WALK OR RUN FOR THEIR LIVES

A No Kill community is only possible because of the involvement of our animal-loving community. Sponsoring the PAWS Chicago 5K is an incredible opportunity to showcase your charitable involvement in animal welfare and the community, while marketing your business to thousands of people in the Chicagoland area. By sponsoring an event like the PAWS Chicago 5K, you are part of the solution to end the killing of homeless animals.
1. START / FINISH LINE SPONSORSHIP

Imagine your company logo repeated along our start/finish line chute at the event as thousands of our walkers and their dogs pass by. A popular spot for photos and media shots, as well as an area all our attendees will pass by, this is a great branding opportunity for your company! Your color logo will be next to our PAWS 5K logo on our banner wrap, placed on both sides of the fencing.

2. PUPP-PARAZZI STATION SPONSORSHIP

Our PUPP-parazzi stations give our beloved dogs the star treatment they deserve! The stations are digital (static and moving gif), with each featuring a unique backdrop (provided by PAWS) where attendees pose for their photo. They will receive their photo with a commemorative frame featuring the date, PAWS 5K and sponsor’s color logo. They can share their photo to social media, text, email or print, capturing and sharing their memories of the event with family and friends. Your color logo will be featured on our PAWS Chicago 5K custom frame and you will also receive a report after showing the social share rates, insights and social profile analysis to see your total logo reach. PAWS Chicago will provide volunteers to run these stations unless your employees wish to do so.

3. DOGGY OASIS

Our dogs take a break from the heat and sun in our Doggy Oasis, which features shaded tents, pools, water bowls and dog massages. Decorated as a tropical oasis, our pampered pups enjoy a relaxing break from the activities of the day. Your company logo will be placed on signage around this popular area for our pets and their families!

UNIQUE SPONSORSHIP OPPORTUNITIES

The following are special sponsorship opportunities that have unique branding and different benefits than our traditional levels. Each are $3,500 and have the benefits listed. In addition, all the levels below include the following:

- 15 complimentary entries
- Color logo with hyperlink to company page on our event website
- Color logo on our main Start / Finish line truss banner
- On stage recognition in listing of event sponsors
- Option to include a promotional item in our participant Treat Bag
- Option to have PAWS Chicago at your office for an internal PAWS 5K kickoff

If sponsors wish to also have promotional space in addition, they can add a Kitten Contender sponsorship for $2,000.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Description</th>
<th>Leader of the Pack</th>
<th>Hero Hangout</th>
<th>Fast Feline</th>
<th>Mutt Strutter</th>
<th>Kitten Contender</th>
<th>Pooch Pit Stop</th>
<th>Treat Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own 10x20 tent space at event with ability to distribute marketing materials</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$750</td>
<td>$200</td>
</tr>
<tr>
<td>Two 10x10 tent spaces at event with ability to distribute marketing materials</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
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<td></td>
</tr>
<tr>
<td>Own table space at water stops along the route (at each mile marker)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Ability to put item(s) in Goody Bag distributed at Hero Hangout (500)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### Amount

<table>
<thead>
<tr>
<th>Amount</th>
<th>$40,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,000</th>
<th>$750</th>
<th>$200</th>
</tr>
</thead>
</table>

### # Available

<table>
<thead>
<tr>
<th># Available</th>
<th>1</th>
<th>1</th>
<th>5</th>
<th>11</th>
<th>24</th>
<th>2</th>
<th>Unlimited</th>
</tr>
</thead>
</table>

### Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Leader of the Pack</th>
<th>Hero Hangout</th>
<th>Fast Feline</th>
<th>Mutt Strutter</th>
<th>Kitten Contender</th>
<th>Pooch Pit Stop</th>
<th>Treat Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Fencing Banner Wrap</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Stage Sign/Step &amp; Repeat</td>
<td>YES</td>
<td></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Participant T-Shirt Deadline March 29</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Tent Signage</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Mile Marker</td>
<td></td>
<td></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Event Website (with link to company website)</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on Start/Finish Sign</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Option to include promotional item in participant Treat Bag</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Option to have PAWS Chicago at your office for an internal PAWS 5K Kickoff</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>Complimentary Walk/Run Entries</td>
<td>100</td>
<td>80</td>
<td>40</td>
<td>20</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Space at Event to promote company

<table>
<thead>
<tr>
<th>Space at Event to promote company</th>
<th>15x15 Tent next to main stage</th>
<th>2 10x10 Tents one in Hangout, one in event area</th>
<th>10x20 Tent</th>
<th>10x10 Tent in main area</th>
<th>10x10 Tent in back area</th>
</tr>
</thead>
<tbody>
<tr>
<td># Tables</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td># Chairs</td>
<td>12</td>
<td>12</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Description

- Own 10x20 tent space at event with ability to distribute marketing materials.
- Two 10x10 tent spaces at event with ability to distribute marketing materials.
- Own 10x20 tent space at event with ability to distribute marketing materials.
- Own 10x10 tent space at event with ability to distribute marketing materials.
- Own table space at water stops along the route (at each mile marker).
- Ability to put item(s) in Goody Bag distributed at Hero Hangout (500).
SPONSOR INFORMATION
Sponsor Name (as you would like to be listed) ___________________________________________
Main Contact Name ________________________________________________________________
Preferred address __________________________ City, State, Zip __________________________
Phone __________________________ Email _____________________________________________
Committee Member (if applicable) __________________________________________________

SPONSORSHIP COMMITMENT
☐ Leader of the Pack $40,000 ☐ Kitten Contender $2,000
☐ Hero Hangout $20,000 ☐ Pooch Pit Stop $750
☐ Fast Feline $10,000 ☐ Treat Bag $200
☐ Mutt Strutter $5,000 ☐
☐ Doggy Oasis $3,500 ☐
☐ Pupp-parazzi Station $3,500

Please list the items you wish to donate to goody bags:
______________________________________________________________________________

PAWS CHICAGO 5K EVENT EQUIPMENT NEEDS
Will you supply your own tent? (please circle one) (Yes) (No)
PAWS Chicago will provide tents and signage to all sponsors, as well as table and chair quantities listed above. Sponsors may rent additional tables, chairs and/or a generator at cost to the sponsor. If you would like to rent any additional items, please note below:
☐ Please note desired quantity of each:
Chairs $1.50 each (#) ________ Tables $10 each (8ft) ________ Generators $150 each (#) ________

PAYMENT INFORMATION
☐ Check (enclosed) ☐ Check (will be sent on _____ / _____ / _____)
☐ Credit Card Amount $ ________________
Card Number ____________________________ Exp. Date ________________ CVV Code ________
Signature (Required) __________________________________________ Date ____________________
HERO HANGOUT COMMITMENT FORM

Those raising $250 or more will gain access into our Hero Hangout, the ultimate VIP experience on event day! Perks include catered food, specialty cocktails and beverages, puppy play pen, private gear check and more! All attendees also receive a goody bag and one ticket into our raffle for amazing prizes!

We are currently inviting restaurants, bars, catering companies, beverage distributors and more who would like to supply their product in our Hero Hangout. There is **NO ENTRY FEE** and we provide a tent, table and logo branded signage. Vendors are also welcome to bring their own 10x10 tent for additional brand exposure should they choose.

We will also be promoting all of our Hero Hangout vendors in our communications that focus on this area. This is a great branding opportunity for your company with little cost to you!

DONOR INFORMATION

Donor Name (as you would like to be listed) ____________________________

Main Contact Name _____________________________________________

Preferred Address _______________________________________________  City, State, Zip ______________________

Phone ______________________________  Email _______________________

Committee Member (if applicable) __________________________________

Product(s) to be Donated (please plan enough product for 500 attendees)

______________________________________________________________

______________________________________________________________

______________________________________________________________

Estimated Total Value  $ __________________________

Will you supply your own tent?  (please circle one)  (Yes)  (No)

Will you need additional volunteers?  (Yes)  (No)

Signature (required) ___________________________________________  Date __________________________

IMPORTANT INFORMATION

By signing this form, you agree to provide the product(s) as stated in the above text at the PAWS Chicago 5K Walk/Run in **June 2019, 7:30am-12pm**. You also agree to supply all necessary staff for the duration of the event and additional items needed for the product (e.g. plates, cups, silverware, warmers, ice, etc.). All Hero Hangout vendors must be set up no later than 10am, must remain in their area for the entire duration of the event and may not begin tear down until after the event concludes at 12pm (noon). For those serving alcoholic beverages, PAWS Chicago and security will card all Hero Hangout entrants and provide wristbands to those aged 21+.

Please return this form to ccihasky@pawschicago.org or via mail to:

PAWS Chicago c/o PAWS Chicago 5K
1933 N Marcey Street, Chicago, IL  60614
IN-KIND DONATION FORM

For those who are unable to commit to a sponsorship but would like to support our event with an in-kind donation of products, services and/or gift certificates, please complete and return this form by Friday, April 26 to Carrie Cihasky at ccihasky@pawschicago.org or mail to:

PAWS Chicago c/o PAWS Chicago 5K
1933 N Marcey Street, Chicago, IL  60614

DONOR INFORMATION

Donor Name (as you would like to be listed) _____________________________________________________________

Main Contact Name _____________________________________________________________

Preferred Address __________________________________ City, State, Zip _________________________________

Phone ______________________________ Email ______________________________

Committee Member (if applicable) ________________________________________________________________

Item/Service to be Donated ________________________________________________________________

Date/Time of Service or Delivery Date to be delivered ___/___/___ Time to be delivered ______________________

Estimated Total Value $ __________________________

Additional Details
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

Signature (required) ____________________________ Date ________________________________

IMPORTANT INFORMATION

By signing this form, you agree to provide the item(s) or service(s) as stated in the above text. Delivery of physical items must be coordinated with PAWS Chicago staff and delivered to PAWS Chicago’s Development Office no later than Friday, May 10 unless delivering day of event. Donors must arrange delivery of all items and services. All donations become property of PAWS Chicago and may be packaged with other donations or used for a subsequent PAWS Chicago event.