PAWS CHICAGO 5K WALK OR RUN FOR THEIR LIVES

SPONSORSHIP • HERO HANGOUT
AND IN-KIND DONATION PACKET

Saturday, October 31, 2020 • Montrose Harbor • 7:30 a.m. – 11 a.m.

Packet updated April 2020
PAWS Chicago 5K

The PAWS Chicago 5K is a pet-friendly walk/run for animal lovers and their canine companions. The largest pet-friendly event in both Chicago and Illinois has also been recognized by BizBash as one of the Top 100 Events in Chicago and Top 10 Athletic Events in Chicago. In 2019 we saw record attendance with an estimated 7,000 human and 3,300 canine attendees who enjoyed pet-friendly vendors, live entertainment 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 2019:

ACCESS TO

Pet Owners/Participants
7,000

Pet Participants
3,300

Walkers
6,000

Runners
1,000

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.
PRESENTING SPONSORSHIP / LEADER OF THE PACK – $100,000

MARKETING BENEFITS:
• Co-brand the event (ex. PAWS Chicago 5k Presented by Your Company)
• TV/Radio spot opportunity (subject to availability)
• Logo recognition on event materials (includes website, posters, signage and Start/Finish Line Truss Banner)
• Dedicated press release announcing partnership with the event
• Color logo on event main page and sponsor page
• Logo on back of event T-Shirt with top-tier placement
• Naming rights for the PAWS Chicago 5K Wrap Party
• Full page advertisement in PAWS Chicago Magazine
• Pre-, post- or during event dedicated social post (content will be event focused acknowledging sponsor)
• Opportunity to provide branded bag (and item) to hold goody bag items (500)
• Your choice of one unique opportunity (page 5) pending availability

EVENT PRESENCE:
• Speaking opportunity at Opening Ceremonies by spokesperson
• 15x15 sponsor tent at event with logo on signage
• Premiere sponsor tent placement at event
• 100 Hero Hangout Entries (includes event registration)
• VIP Parking Spaces for three vehicles at the PAWS Chicago 5K

STEWARDSHIP:
• Invited to PAWS Chicago's VIP executive thank you reception (all of PAWS Chicago's top sponsors will be invited, ten invitations per sponsor)
• Lunch and Learn - PAWS to bring a puppy to your organization and talk about our programs to save homeless pets**
• Private dinner with PAWS Chicago Executive for 10**
• Private tour for 10 (family, friends and/or staff) at the Lincoln Park Adoption Center or the PAWS Medical Center**
• Invitation for two company representatives to PAWS Chicago 5K Wrap Party

* Benefits also include those seen in lower sponsorship levels
** To be on a date/time mutually agreed upon with PAWS Chicago
PREMIER SPONSORSHIP OPPORTUNITIES

LIFESAVER – $50,000

MARKETING BENEFITS:
• Logo recognition on event materials (includes website, posters and Start/Finish Line Truss Banner)
• Color logo on sponsor page
• Logo on back of event T-shirt
• Company name announced within pre- and post-event press release
• Name mentioned in general event press release
• Half page advertisement in PAWS Chicago Magazine
• Opportunity to provide goody bag item for guest goody bags (500)
• Your choice of one unique opportunity (page 5) pending availability

EVENT PRESENCE:
• 15x15 sponsor tent at event with logo on signage
• 40 Hero Hangout Entries (includes event registration)

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• Lunch and Learn - PAWS to bring a puppy to your organization and talk about our programs to save homeless pets**
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** To be on a date/time mutually agreed upon with PAWS Chicago
PREMIER SPONSORSHIP OPPORTUNITIES

CHAMPION – $25,000 4 Available

MARKETING BENEFITS:
- Logo recognition on event materials (includes website, posters and Start/Finish Line Truss Banner)
- Color logo on sponsor page
- Logo on back of event T-Shirt
- Opportunity to provide goody bag item for guest goody bags (500)

EVENT PRESENCE:
- 15x15 sponsor tent at event with logo on signage
- 30 Hero Hangout Entries (includes event registration)

STEWARDSHIP:
- Invited to PAWS Chicago's VIP executive thank you reception (all of PAWS Chicago's top sponsors will be invited, 10 invitations per sponsor)
- Corporate sponsor volunteer opportunity (group up to 20 people)**
- Private tour for 10 (family, friends and/or staff) at the Lincoln Park Adoption Center or the PAWS Medical Center**
- Invitation for two company representatives to PAWS Chicago 5K Wrap Party

* Benefits also include those seen in lower sponsorship levels
** To be on a date/time mutually agreed upon with PAWS Chicago
## SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Unique Sponsorship Opportunities*</th>
<th>Hero Hangout</th>
<th>Event Stage</th>
<th>Start/Finish Line</th>
<th>Pet Lover</th>
<th>Kitten Contender</th>
<th>Treat Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Own 10x10 tent space at event with ability to distribute marketing materials</td>
<td>Own 10x10 tent space at event with ability to distribute marketing materials</td>
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<td>Own 10x10 tent space at event with ability to distribute marketing materials</td>
<td>Own 10x10 tent space at event with ability to distribute marketing materials</td>
<td>Ability to put item(s) in Goody Bag distributed at Hero Hangout (500)</td>
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<tr>
<td><strong>Amount</strong></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$250</td>
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<td># Available</td>
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<td>1</td>
<td>15</td>
<td>20</td>
<td>Unlimited</td>
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<tr>
<td>Logo on Area Banner Wrap</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<td>Event T-Shirt Deadline August 31</td>
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<td>Logo on Tent Signage</td>
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<td>YES</td>
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<td>Logo on Event Website (with link to company website)</td>
<td>LOGO</td>
<td>LOGO</td>
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<td>NAME</td>
<td>NAME</td>
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<tr>
<td>Logo on Start/Finish Sign</td>
<td>LOGO</td>
<td>LOGO</td>
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<td>NAME</td>
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<tr>
<td>Option to include promotional item in participant Treat Bag</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<td>Private tour for 10 at adoption or medical center</td>
<td>YES</td>
<td>YES</td>
<td></td>
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<td>Complimentary Walk/Run Entries</td>
<td>20</td>
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<td>Complimentary Hero Hangout Entries (includes event registration)</td>
<td>25</td>
<td>20</td>
<td></td>
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<td># Chairs</td>
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</tbody>
</table>

*UNIQUE SPONSORSHIP OPPORTUNITIES*

**HERO HANGOUT**
Take the naming rights of this exclusive, VIP space at the event. All participants who raise $250+ will have access to this special experience which is centrally located in the event field.

**EVENT STAGE**
Name our event stage, where the media personality emcees will run the show! All attention will be on this space throughout various pieces of the event.

**START/FINISH LINE**  
A popular spot for photos and media shots, as well as an area all of our attendees pass by, banner wrap placed on both sides of the fencing will feature both the PAWS 5K and sponsor’s color logos.
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 $100,000 ☐ Pet Lover $5,000
☐ Lifesaver $50,000 ☐ Kitten Contender $2,500
☐ Champion $25,000 ☐ Treat Bag $250
☐ Hero Hangout $20,000
☐ Event Stage $15,000
☐ Start/Finish Line $7,500

Please list the items you wish to donate to treat bags:

______________________________________________________________________________

______________________________________________________________________________

PAWS CHICAGO 5K EVENT EQUIPMENT NEEDS

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

If you would like to rent any additional items, you may do so at rental cost, please note below:

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

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.

Participants 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, a 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 will promote all of our Hero Hangout vendors in our communications that focus on this area. This is a great marketing 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 on **Saturday, October 31, 2020, 7:30am-11am.** 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 9:30am, must remain in their area for the entire duration of the event and may not begin tear down until after the event concludes at 11am. 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 **Wednesday, September 30, 2020** 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, October 16** 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.