



FIRST COAST NO MORE HOMELESS PETS

**2014 PARTNERSHIP
OPPORTUNITIES**

Working towards a day when there are truly no more homeless pets.



Thank you to our print sponsor, Agility Press!



ABOUT US

{ FIRST COAST NO MORE HOMELESS PETS IS A 501(C)3 NONPROFIT ORGANIZATION. }

The mission of First Coast No More Homeless Pets (FCNMHP) is to end the killing of dogs and cats in shelters in our community, northeast Florida and the nation. As a nonprofit that collaborates closely with the entire community, we strive to *dramatically* improve the welfare of animals and promote the valuable bond between humans and their pets. Our work is humane, purposeful and comprehensive.

In the United States, approximately 4 million pets are euthanized every year. While euthanasia can alleviate suffering in some cases, healthy pets make up the majority of these figures. Our combination of aggressive spay/neuter efforts, adoption initiatives and pet retention programs has resulted in significant improvements for animals.

The euthanasia rate in Jacksonville has decreased by an astounding 90% since our inception in 2002.

Reducing euthanasia improves the quality of life and saves valuable taxpayer dollars for all residents. We believe the death of even one healthy pet is a prompt call for action.



By partnering, you can save lives while reaching a wide audience of active and engaged community members!



2014 PARTNERSHIP OPPORTUNITIES

TITANIUM SPONSOR: \$40,000 investment

AVAILABILITY: 1 PER YEAR

- Static ad (180x150p) on www.fcnmhp.org homepage for 1 year (*approx. reach: 180,000*)
- Promotion on social media for one year (*approx. reach: 15,000 followers*)
- Prominent logo placement on volunteer T-shirts worn at events
- Top sponsor and 8 VIP tickets for Pawparazzi and Dogtoberfest events (*approx. reach: 100,000 incl. advertising*)
- Direct mail sponsorship recognition (*approx. reach: 20,000*)
- Sponsorship of event goodie bags, including inserts, handed out at events
- VIP party for 10 at Jaxtoberfest, a premier city-wide event attended by thousands
- E-newsletter sponsor spotlight (*approx. reach: 7,000*)
- Permanent plaque in clinic lobby
- Logo opportunity on transport vehicle (on the road 365 days per year across Florida)
- Additional marketing and promotion opportunities available

PLATINUM SPONSOR: \$20,000 investment

AVAILABILITY: 2 PER YEAR

- Static ad (180x150p) on www.fcnmhp.org homepage for 6 months (*approx. reach: 90,000*)
- Promotion on social media for 6 months (*approx. reach: 15,000 followers*)
- Logo on volunteer T-shirts worn at events
- 2nd-tier sponsor and 4 VIP tickets for Pawparazzi and Dogtoberfest events (*approx. reach: 100,000 incl. advertising*)
- E-newsletter sponsor spotlight (*approx. reach: 7,000*)
- Permanent plaque in clinic lobby



2014 PARTNERSHIP OPPORTUNITIES

ANGEL FUND—2015 CALENDAR

Our **Angel Fund** allows us to donate or discount the cost of much-needed vet care for owners facing severe financial barriers and pets who are homeless. We firmly believe that no pet should suffer or go without care for financial reasons.

Brody is just one dog that got a second chance thanks to the **Angel Fund**. Brody was found wandering the streets, emaciated and alone. FCNMHP provided the medical care he so desperately needed through our Angel Fund. He is now healthy and happy with his new family.

GOLD SPONSOR: \$3,000 investment

1 AVAILABLE

- Full cover insert under shrink wrap on every calendar

SILVER SPONSOR: \$2,500 investment

2 AVAILABLE

- Coupon/flyer insert into centerfold of every calendar

BRONZE SPONSOR: \$500 investment

10 AVAILABLE

- Ad space in centerfold of every calendar

MONTHLY SPONSOR: \$150 each

14 AVAILABLE

- Logo placement on calendar month page



Individual monthly sponsorships (including pet photoshoot) available!



2014 PARTNERSHIP OPPORTUNITIES

MEGA ADOPTION EVENTS

April 25-27, July 18-20, October 3-5, December 5-7: Largest adoption events in the country, bringing together shelters and rescues from Northeast Florida to find homes for 800-1,000 dogs and cats at each event.

GOLD SPONSOR: \$20,000 investment /event

AVAILABILITY: 2 PER EVENT

- Logo recognition on Jacksonville.com ads, including radio and TV partner websites (*approx. reach: 500,000*)
- Logo recognition in 2 Folio Weekly display ads (*approx. reach: 200,000*)
- Logo and link on web landing page for event ads (*approx. reach: 10,000+*)
- Unlimited banner recognition at the event
- Social media recognition before, during and after event (*approx. reach: 15,000*)
- Ad on www.fcnmhp.org website home page for 1 month (*approx. reach: 15,000*)
- Recognition in all press releases
- Two premium 10x10 booth spaces at event
- Opportunity to insert one item in adopter goodie bag

SILVER SPONSOR: \$5,000 investment/event

- Logo and link on web landing page for event ads (*approx. reach: 10,000+*)
- Ad on www.fcnmhp.org website home page for 1 month (*approx. reach: 15,000*)
- Two banner placements at event (provided by sponsor)
- One 10x10 booth space at the event
- Opportunity to include an item in adopter goodie bags

BRONZE SPONSOR: \$1,000 investment/event

- Logo and link on web landing page for event ads (*approx. reach: 10,000+*)
- One banner placement (provided by sponsor)
- One 10x10 booth space at the event





2014 PARTNERSHIP OPPORTUNITIES

DOGTOBERFEST

October 25: Outdoor festival open to the public featuring a fundraising walk, pet costume contest, K-9 demonstrations, music, vendors and food trucks!

GOLD SPONSOR: \$10,000 investment

- Prominent logo recognition, including social media and newspaper ads
- Logo and link on event web page (*approx. reach: 10,000+*)
- 2 judge positions for costume contest
- Full-page color ad in event program
- Logo on event T-shirt
- 10x20 premier booth space on main field AND 10x10 Trick-or-Treat booth
- Name recognition announced hourly at event
- VIP access for guests at event

SILVER SPONSOR: \$5,000 investment

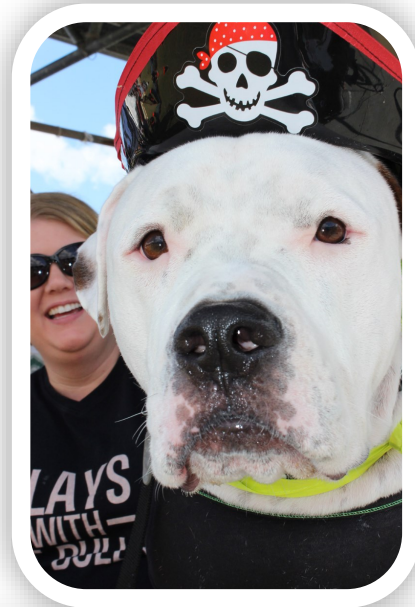
- Logo and link on event web page (*approx. reach: 10,000+*)
- One judge position for costume contest
- Full-page color ad in event program
- Logo on event T-shirt
- 10x10 booth space on main field AND 10x10 Trick-or-Treat booth
- Name recognition announced during the event

BRONZE SPONSOR: \$475 investment

- Half-page color ad in event program
- 10x10 booth space on main field
- 10x10 Trick-or-Treat booth (treats supplied by sponsor)

BOOTH SPONSOR: \$275 investment

- 10x10 booth space on main field





2014 PARTNERSHIP OPPORTUNITIES

PAWPARAZZI GALA

July 29: Upscale reception and elegant dinner at the Alhambra, red carpet photos, silent auction and a runway fashion show featuring special rescue pets!

GOLD SPONSOR: \$5,000 investment

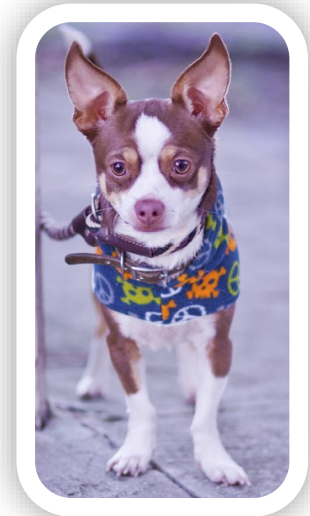
- Direct marketing exposure (*approx. reach: 40,000*)
- Prominent logo recognition on all marketing
- Logo and link on event web page (*approx. reach: 10,000+*)
- Social media recognition before, during and after event (*approx. reach: 15,000*)
- Opportunity to provide promo item for 350 guests
- Full-page color ad in event program
- Name recognition announced during the event
- 8 VIP seats

FASHION SPONSOR: Procure and coordinate models/fashion

- Direct marketing exposure supporters and potential attendees (*approx. reach: 40,000*)
- Prominent logo recognition, including social media and newspaper ads
- Logo and link on event web page (*approx. reach: 10,000+*)
- Social media recognition before, during and after event (*approx. reach: 14,000*)
- Full-page color ad in event program
- Name recognition announced during the event

MEDIA SPONSOR

- Logo and link on event web page (*approx. reach: 10,000+*)
- Social media recognition before, during and after event (*approx. reach: 14,000*)
- Emcee opportunity at gala
- Color ad in event program
- Name recognition at event and exclusive promotional opportunities



Pawparazzi Gala tickets: \$85 per person • Table of 4: \$300



2014 PARTNERSHIP OPPORTUNITIES

JAXTOBERFEST

October 10-11: Signature Jacksonville event that takes over the Jacksonville Shipyards, with tens of thousands of attendees enjoying party tents, food trucks, live music, beer tastings and more!

Individual event tickets can be purchased through FCNMHP.

VIP TENT SPONSOR: \$3,000 investment

- VIP party for 10 guests
- Logo recognition and sponsor spotlight in FCNMHP party tent
- Social media recognition before, during and after event (approx. reach: 15,000)
- Logo and link on event web page (approx. reach: 10,000+)



PUTT 'N CRAWL

June 7: Pub crawl in Jacksonville Beach with challenging and creative mini-golf holes created by local nonprofits.

Individual event tickets can be purchased through FCNMHP.

HOLE SPONSOR: \$2,000 investment

- Event tickets for 2 teams of 4
- Social media recognition before, during and after event (approx. reach: 15,000)
- Prominent logo recognition at hole





2014 PARTNERSHIP OPPORTUNITIES

DRINK SOME ALE, SAVE SOME TAIL

4 events in 2014: Partnership events with local craft breweries and restaurants featuring raffles, auctions, live music and more!

GOLD SPONSOR: \$4,000 investment (covers all 4 events)

- Prominent logo recognition, including social media and newspaper ads
- Logo and link on event web page (approx. reach: 10,000+)
- Social media recognition before, during and after event (approx. reach: 14,000)
- Logo on event-branded pint glasses
- VIP area at event



TRANSPORT SPONSOR

WRAP SPONSOR: \$10,000 investment

3 AVAILABLE: Our transport vans travel across Florida 365 days year!

- Logo recognition on transport van or box truck for 2 years or until new wrap is created
- E-newsletter recognition for one year (approx. reach: 28,000)
- FCNMHP website recognition for one year (approx. reach: 36,000)





2014 PARTNERSHIP OPPORTUNITIES

SPONSOR AGREEMENT

Please indicate sponsorship level and return to Nicole Brose, Development Director, at nbrose@fcnphp.org.

- TITANIUM SPONSORSHIP** (\$40,000)
- PLATINUM SPONSORSHIP** (\$20,000)
- ANGEL FUND**
 - GOLD (\$3,000)
 - SILVER (\$2,500)
 - BRONZE (\$500)
 - MONTHLY (\$150)
 - # Months: _____
- MEGA ADOPTION EVENTS**
 - GOLD (\$20,000)
 - SILVER (\$5,000)
 - BRONZE (\$1,000)
 - # Events: _____
- DOGTOBERFEST**
 - GOLD (\$10,000)
 - SILVER (\$5,000)
 - BRONZE (\$475)
 - BOOTH (\$275)
- PAWPARAZZI GALA**
 - GOLD (\$5,000)
 - FASHION
 - MEDIA
- DRINK SOME ALE** (\$4,000)
- JAXTOBERFEST** (\$3,000)
- PUTT 'N CRAWL** (\$2,000)
- TRANSPORT** (\$10,000)
 - # Vehicles: _____

COMPANY NAME:	
CONTACT NAME:	
ADDRESS:	
CITY, STATE, ZIP:	
PHONE #:	
EMAIL:	

I am authorized to represent my business/organization and agree to the sponsorship or advertising level indicated.

SIGNATURE:	
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WHAT OUR SUPPORTERS SAY ABOUT US

“Most people have heard of food deserts, where affordable healthy food is difficult to find. Communities also have ‘animal service deserts,’ where pet owners love their pets but have little to no access to pet stores, veterinary clinics and general pet wellness care like spay/neuter services. We are so pleased to partner with FCNMHP to bring this life-saving work to underserved areas of Jacksonville.”

—Amanda Arrington, Director of The HSUS Pets for Life program (FCNMHP runs a version of this program in Jacksonville)

“FCNMHP is a huge asset to the Jacksonville community. From their veterinary clinic to their fundraising events, they work tirelessly towards the goal of no more homeless pets in Jacksonville – a Jacksonville where the shelters are not full and do not have to kill animals to make room for more. They have great promotions to help everyone (old or young, poor or not) take care of and keep their pets... Please support FCNMHP, their goal is a common goal to many of us in the pet community.”

—Owner, Jumpin Jax Flyball

“I can’t say enough good things about the people there. Had to drive an hour each way [to the FCNMHP clinic] but still a great deal compared to regular prices, which I could not afford. I will forever do whatever I can for these wonderful people and their labor of love.”

—FCNMHP clinic client





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