

Dear Cherished Sponsor,

On behalf of the homeless, abandoned and injured animals here at Lake Humane Society, I ask for your help by supporting us in our upcoming fundraising events. As a non-profit shelter, we receive no government funding or United Way support; all funding comes from generous sponsors and donors *like you*. We have been caring for animals in need for 75 years and with your help there will be many more years to come!

We are looking for sponsors for our **18th annual Mutt Strut**, which is a pledge walk benefit. Mutt Strut will take place on Saturday, August 11, 2012 at Mentor Municipal Center. We hope to have over 400 walkers in attendance. Mutt Strut includes a 1-mile walk, games and contests, shopping at the "Mutt Mall," an agility course, music and more! There are several different benefits that come along with sponsoring this event, such as, extensive media exposure, recognition on the day of the event, mention in our newsletter and on our website. The full list of benefits for each level of sponsorship can be found on the enclosed contract. To meet printing deadlines, we ask that you hand in your contract and payment no later than **June 25, 2012**. Sponsorship contributions are not limited to the amounts listed.

If you are interested in becoming a sponsor of this event, please fill out the attached sponsorship contract in its entirety. If you have any questions, please contact our Marketing/Fundraising Coordinator, Mandy Osborne, at (440) 951-6122 or mosborne@lakehumane.org. If your level of sponsorship includes exposure of your logo, please e-mail it to mosborne@lakehumane.org. All contributions are tax deductible. Thank you for your consideration and we hope to work alongside you in our efforts to save thousands of lives!

Sincerely,

A handwritten signature in black ink, appearing to read "CF", enclosed in a thin black rectangular border.

Chuck Farone

Executive Director

Lake Humane Society

Mutt Strut Sponsorship Contract

Contract and payment must be received by June 25th in order to receive the benefits listed below.

In return for your sponsorship of \$1,000, the Lake Humane Society will provide:

- All of the benefits of the \$750 sponsorship level, as well as:
- Recognition in our television and radio advertisements.
- A company banner placed in our shelter.

In return for your sponsorship of \$750, the Lake Humane Society will provide:

- All of the benefits of the \$500 sponsorship level, as well as:
- Logo placement on street banners
- Prominent logo exposure on Mutt Strut flyers and posters

In return for your sponsorship of \$500, the Lake Humane Society will provide:

- All of the benefits of the \$300 sponsorship level, as well as:
- Company logo on Mutt Strut t-shirts
- Name recognition on our website, Facebook page and in press releases.

In return for your sponsorship of \$300, the Lake Humane Society will provide:

- All of the benefits of the \$150 sponsorship level, as well as:
- Display opportunity on the day of the event (a table and 2 chairs are provided).

In return for your sponsorship of \$150, the Lake Humane Society will provide:

- Recognition in the Lake Humane Society's newsletter reaching over 8,000 households
- Opportunity to insert coupons/product samples for goodie bags

Company Name: _____	Sponsor Level: _____
Address: _____	City: _____ Zip: _____
Contact: _____	Title: _____
E-mail: _____	Phone: _____
Signature: _____	Date: _____

- _____ Doggone it! I can't sponsor Mutt Strut now, but here is my contribution of \$ _____.
- _____ I would like to receive information on donating an item for an upcoming fundraiser.
- _____ I would like to receive information on sponsoring other fundraisers.

Please mail this contract and payment to:



7564-E Tyler Boulevard  Mentor, Ohio 44060
(Attn: Mandy Osborne)
(440) 951-6122