

THE ANIMAL RESCUE LEAGUE OF NH

7th Annual Evening of Compassion



donate to change lives

SPONSORSHIP OPPORTUNITIES



"we're more than a shelter"

ARL Mission

Pets give us so much. They teach us compassion, protect our families, work as therapy professionals, and entertain us. Pets comfort us when we've had a bad day and touch our hearts with their unconditional love. At the Animal Rescue League of New Hampshire we save pets' lives, and they enrich ours.

We're more than a shelter.

ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

EVENT FACT SHEET

EVENT DATE: Thursday, May 12, 2011

LOCATION: Bedford Village Inn, Bedford, NH

ATTENDEES: 200 Select Animal Rescue League Donors

PURPOSE: **Entertain, Educate** and **Honor** while raising funds for the Animal Rescue League of New Hampshire.

To **Entertain** so that the memories of the event create a legacy that guests look forward to attending year after year.

To **Educate** guests about the important, life-saving work happening every day at Animal Rescue League of New Hampshire.

To **Honor** a special person whose efforts have been invaluable to Animal Rescue League of New Hampshire.

EVENT OUTLINE:

- Cocktails upon arrival at 5:30 pm
- Gourmet seated wine tasting dinner at 6:30 pm
- Presentation of the 7th Annual Evening of Compassion Award
- A Touching Story of One Special Animal

An Event Program Book will include sponsor recognition.



ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

SPONSORSHIP LEVELS AND BENEFITS

TOP DOG - \$5,000

- Premier seating - one table with seating for eight guests
- Full-page inside front-cover advertisement and recognition in event program book
- Company name and logo exclusively featured on banner displayed during event
- Company name and logo prominently featured on printed materials distributed at event
- Company name and logo featured on event party favors
- Formal recognition during event
- Featured recognition of company name and logo in the League's e-newsletter (over 6,000 subscribers)
- Mention in all public relations materials
- Recognition on ARL-NH website (*for limited time*)

CAT'S MEOW - \$2,500

- Seating for four guests
- One-half page advertisement in event program book
- Company name and logo featured on printed materials distributed at event
- Mention in public relations materials
- Recognition of company name and logo in the League's e-newsletter (*over 6,000 subscribers*)
- Recognition on ARL-NH web site (*for limited time*)

BIG DOG - \$1,500

- Seating for two guests
- One-third page advertisement in event program book
- Recognition in printed materials distributed at event
- Mention in public relations materials
- Recognition of company name and logo in event thank-you advertisement
- Recognition of company name and logo in the League's e-newsletter (*over 6,000 subscribers*)
- Recognition on ARL-NH web site (*for limited time*)

COOL CAT - \$1,000

- One-quarter page advertisement in event program book
- Recognition in printed materials distributed at event
- Mention in public relations materials
- Recognition of company name and logo in the League's e-newsletter (*over 6,000 subscribers*)
- Recognition on ARL-NH website (*for limited time*)

PUPPY PAL - \$500

- Line advertisement in event program book
- Recognition in event program
- Recognition of company name and logo in the League's e-newsletter (*over 6,000 subscribers*)
- Recognition of company name in event thank-you advertisement
- Recognition on ARL-NH website (*for limited time*)

KITTEN KABOODLE - \$250

- Recognition in event program book
- Mention in public relations materials
- Recognition of company name and logo in the League's e-newsletter (*over 6,000 subscribers*)
- Recognition on ARL-NH website (*for limited time*)

BUNNY HOP - \$100

- Recognition in event program book
- Recognition on ARL-NH website (*for limited time*)



ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

SPONSORSHIP CONFIRMATION FORM

I wish to be a corporate sponsor for the Animal Rescue League of New Hampshire's **7th Annual Evening of Compassion** at the Bedford Village Inn in Bedford, NH on Thursday, May 12th, 2011. I understand that sponsorship will include all the benefits specified for the level selected.

- | | | |
|--------------------------|------------------------|----------|
| <input type="checkbox"/> | TOP DOG | \$ 5,000 |
| <input type="checkbox"/> | CAT'S MEOW | \$ 2,500 |
| <input type="checkbox"/> | BIG DOG | \$ 1,500 |
| <input type="checkbox"/> | COOL CAT | \$ 1,000 |
| <input type="checkbox"/> | PUPPY PAL | \$ 500 |
| <input type="checkbox"/> | KITTEN KABOODLE | \$ 250 |
| <input type="checkbox"/> | BUNNY HOP | \$ 100 |

Company Name: _____
(as it should appear in printed materials)

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Credit Card Type (MC/Visa): _____ Expiration Date: _____

Credit Card Number: _____

Signature: _____

Please return this form by fax to the Animal Rescue League of NH at: **603.471.9036**
or mail to: **545 Route 101, Bedford, NH 03110**

If you should have any questions or require additional information, please call
Robin McCune at: **603.472.5714**

Sponsorship payments are due by Friday, March 25, 2011.
Please make checks payable to: **ARL-NH.**

THANK YOU FOR YOUR SUPPORT!



ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

SPONSORSHIP TABLE GUEST LIST

(FOR TOP DOG, CAT'S MEOW AND BIG DOG COMPLIMENTARY SEATING)

Company Name: _____ <i>(as it should appear in printed materials)</i>
Contact Name: _____ Title: _____
Telephone: _____ Fax: _____
Email: _____
Sponsorship Level: _____

TOP DOG 8 complimentary tickets
CAT'S MEOW 4 complimentary tickets
BIG DOG 2 complimentary tickets

GUEST NAME
1
2
3
4
5
6
7
8

Please return this form by fax to the Animal Rescue League of NH at: **603.471.9036**

Guest lists should be returned before Friday, April 22, 2011.

Please send guests lists to Robin McCune at:
robin@rescueleague.org or call Robin at **603.472-5714** with your final list.

THANK YOU FOR YOUR SUPPORT!



ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

EVENT ARTWORK SPECIFICATIONS

In order to provide your organization with quality sponsorship exposure, we request artwork no later than **Friday, March 25, 2011**. Please email to Cyndi Carr at: **ccarr@vpllc.com**.

PROGRAM ADVERTISEMENT

Please send an advertisement of the appropriate size for your level of sponsorship or ad purchase (see attached sheet for ad dimensions). Advertisements must be sent via email in one of the following electronic formats:

1. Illustrator 9 eps (or higher) with all fonts converted to outline
2. .tiff or .eps 300 dpi image
3. High resolution Acrobat.pdf with fonts embedded

COMPANY LOGO - for use in event signage (Top Dog only) and printed materials.

1. Illustrator eps 9 eps (or higher) with fonts converted to outline
2. .tiff or .eps 300 dpi image
3. High resolution Acrobat.pdf with fonts embedded

OTHER INFORMATION

1. All artwork should be in black & white
2. Grayscale images should be set at 300 dpi for 150 line printing
3. If you have camera ready artwork please scan it and submit electronically
4. We cannot use images downloaded from a website
5. Please send finalized electronic artwork via email by **Friday, March 25, 2011** to Cyndi Carr at: **ccarr@vpllc.com**

If you have any questions regarding ad layout please call Cyndi Carr at: **603.673.9776**.



ANIMAL RESCUE LEAGUE OF NEW HAMPSHIRE

7th Annual Evening of Compassion

PROGRAM ADVERTISEMENT GUIDE

REFERENCE FOR SPONSORSHIP ADS AND AD SALES

(overall program book size is 5.5" wide x 8.5" tall)

PLACEMENT	DIMENSION (width x height)	COST
Back Cover	5" x 8"	\$ 500
Inside Front Cover	5" x 8"	Top Dog Sponsor Only
Inside Back Cover	5" x 8"	\$ 450
Full Page	5" x 8"	\$ 400
Half Page (<i>Horizontal Only</i>)	5" x 3 7/8" (5" x 3.875")	\$ 200
Third Page (<i>Horizontal Only</i>)	5" x 2 1/2" (5" x 2.5")	\$ 150
Quarter Page (<i>Vertical Only</i>)	2 3/8" x 3.75" (2.375" x 3.75")	\$ 120
Eight Page (<i>Horizontal Only</i>)	2 3/8" x 1" (2.375" x 1")	\$ 80

If you have any questions regarding the ad sizes please call Cyndi Carr at: **603.673.9776**.





"we're more than a shelter"

THANK YOU FOR DONATING TO CHANGE LIVES!