



Growl Meow & Wine Online

2021 Sponsorship Information



Sunday, May 16

Online Event
4:00 PM – 5:00 PM

Contact: Kimberly Low, Vice President of Development

(510) 746-5111 | klow@eastbayspca.org | www.growlmeowandwine.org



The East Bay SPCA is excited to announce its **2021 Growl, Meow & Wine online event on Sunday, May 16 from 4:00 – 5:00 PM**. Funds raised will support our mission to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. All proceeds directly support the East Bay SPCA's lifesaving programs and services including our animal shelter and adoption services in Oakland and Dublin, our full-service veterinary clinic that provides affordable care to the public, foster care, behavior and training programs, youth camps and educational programs for children and teens in local public schools. Last year's event raised more than \$250,000.

How will my company's participation impact the local community?

Your contribution will provide food, shelter, medical care and personal attention to homeless animals with nowhere else to turn. Your event sponsorship will also support the East Bay SPCA's community programs such as our free Pet Food Pantry distributions for pet families in need, and our humane education programs for local children and teens.

How will my company's brand be leveraged by this event?

Your company name/logo will be listed in the following event marketing materials:

- Pre-event on event website, Event Invitation, in promotional e-blasts and recognition on East Bay SPCA Donor and Partner webpage.
- Recognition during online event.
- Post-event publicity and/or media opportunities TBD.

Why choose the East Bay SPCA?

The East Bay SPCA is the local SPCA serving Alameda and Contra Costa Counties. As a 501(c)(3) independent, nonprofit organization, we receive no funding from other animal welfare organizations such as the Humane Society of the United States (HSUS) or the ASPCA, which is based in New York City. \$0.85 of every dollar raised directly supports our mission-driven programs and services.



2021 Growl, Meow & Wine Online Event Sponsorship Opportunities

Sunday, May 16 | Online Event 4:00 – 5:00 PM

Best in Show– \$25,000

- Event Sponsor/East Bay SPCA Partner recognition at one (1) Pet Food Pantry distribution with volunteer opportunities to assist with preparation and distribution of pet food to pet families in need. Includes one (1) East Bay SPCA animal Meet and Greet for up to 10 persons. All dates and times to be arranged.
- Four (4) Growl, Meow & Wine Sponsor At-Home kits. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Event Sponsor recognition with logo placement on Live Auction promotional materials before and during event.
- Event Sponsor recognition with logo placement on Silent Auction web page before and during event.
- Event Sponsor recognition during online event.
- One (1) pre-recorded video segment up to 30 seconds to be shown during event broadcast.
- Event Sponsor recognition on event collateral including event website, Event Invitation (print deadlines apply), TailMail e-newsletter sent to 30,000 recipients (4 issues), Animal Friends printed newsletter sent to 12,000 recipients (1 issue) and recognition on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.

Leader of the Pack – \$15,000

- Event Sponsor/East Bay SPCA Partner recognition for one calendar month as Shelter Adoption Partner with logo placement on website, animal kennel cards and at front desk location(s). Includes one (1) East Bay SPCA animal Meet and Greet for up to 10 persons. All dates and times to be arranged.
- Four (4) Growl, Meow & Wine Sponsor At-Home kits. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Event Sponsor recognition with logo placement on Live Auction promotional materials before and during event.
- Event Sponsor recognition with logo placement on Silent Auction web page before and during event.
- Recognition during online event.
- Recognition on event collateral including event website, Event Invitation (print deadlines apply), TailMail e-newsletter sent to 30,000 recipients (3 issues), Animal Friends printed newsletter sent to 12,000 recipients (1 issue) and recognition on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.

Top Dog – \$10,000

- Event Sponsor/East Bay SPCA Partner recognition as Community Youth Program Partner with logo placement on website, Community Youth Program signage and materials. Includes one (1) East Bay SPCA animal Meet and Greet for up to 10 persons. All dates and times to be arranged.
- Four (4) Growl, Meow & Wine Sponsor At-Home kits. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Event Sponsor recognition with logo placement on Silent Auction web page before and during event.
- Recognition during online event.
- Recognition on event collateral including event website, Event Invitation (print deadlines apply), TailMail e-newsletter sent to 30,000 recipients (2 issues) and recognition on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.



2021 **Growl, Meow & Wine** Online Event Sponsorship Opportunities

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Cat's Meow – \$5,000

- Event Sponsor/East Bay SPCA Partner recognition as a Behavior & Training Program Partner with logo placement on website, program signage and materials for one (1) Behavior & Training class, workshop or seminar. Includes one (1) East Bay SPCA animal Meet and Greet with a Behavior & Training team member for up to 10 persons. All dates and times to be arranged.
- Two (2) Growl, Meow & Wine Sponsor At-Home kits. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Recognition during online event.
- Recognition on event collateral including event website, Event Invitation (print deadlines apply), TailMail e-newsletter sent to 30,000 recipients (1 issue) and recognition on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.

Best Friend – \$2,500

- One (1) East Bay SPCA animal appearance at an online meeting of your choice. Animal preference, date, time and duration of appearance to be arranged.
- Two (2) Growl, Meow & Wine Sponsor At-Home kits. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Recognition during online event.
- Recognition on event collateral including event website, Event Invitation (print deadlines apply), TailMail e-newsletter sent to 30,000 recipients (1 issue) and recognition on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.

Faithful Friend – \$1,000

- One (1) Growl, Meow & Wine At-Home Sponsor kit. Each kit includes food and beverage options for two (2) people plus fun event favors and special items to participate in interactive activities during the live event broadcast. Food and beverage selections and delivery/pick-up options to be arranged.
- Recognition during online event.
- Recognition on event website and on East Bay SPCA Donor and Partner webpage.
- Invitation to include one or more branded logo item(s) as event favor(s) for guests receiving Growl, Meow & Wine Sponsor At-Home kits. Logo items to be provided by sponsor and are subject to pre-approval by East Bay SPCA.

Fair Market Value (not tax-deductible) of Growl, Meow & Wine Sponsor At-Home kits will depend on Sponsor's food, beverage and delivery selections. This benefit can be waived if Sponsor prefers to ensure that 100% of sponsorship contribution is tax-deductible. Please call (510) 746-5111 for more information.

Name/logo inclusion on Event Invitation subject to print deadline of 02/24/21.





2021 Sponsorship Commitment Form

Sponsor Name _____

Please print name exactly as you wish to be listed on promotional materials

Contact Name _____

Contact Phone (_____) _____ Contact Email _____

Mailing Address _____

City _____ State _____ ZIP _____

I, _____ commit to a 2021 GMW _____ Sponsorship
Your Name Name of Sponsorship Level

in the amount of \$ _____ on behalf of _____
Sponsorship Amount Company/Organization

Authorized Signature _____ Date _____

Payment

Check (Made payable to **East Bay SPCA**)

Credit Card

Visa

MasterCard

Discover

American Express

Card Number _____

Expiration Date _____

Name as it appears on card _____

Signature _____

Mail completed form to:

East Bay SPCA
2021 GMW Sponsorships
8323 Baldwin Street
Oakland, CA 94621

Or email to Kimberly Low, VP of Development at klow@eastbayspca.org. Inquiries please call (510) 746-5111.

The East Bay SPCA is a 501(c)(3) nonprofit organization. Federal Tax ID # 94-1322202.