



## Sponsor the 2009 Arizona Humane Society Stadium Stroll and Pet-A-Palooza at Peoria Sports Complex on November 7!

Imagine the US Airways Center filled to capacity – twice.

That's the number of homeless, abused, sick, injured and unwanted animals the Arizona Humane Society took in last year – *more than 45,000!* Many of them will require extensive veterinary care. All of them need food, water, vaccinations, spay or neuter surgery and housing in a clean and comfortable environment...not to mention love and attention.

Caring for these animals – at an average cost of \$300 per animal – is just one of our daily responsibilities.

We also offer an array of programs and services aimed at helping animals...and the people who love them. For example:

- **Animal Rescue/Emergency Animal Medical Technician (EAMT™) Program** – The first and only option for providing immediate on-site help to animals in distress. We responded to over 24,000 calls for help last year alone, providing a lifeline for dogs, cats and other animals who found themselves in harm's way. Our specially trained EAMTs function as "paramedics for pets" providing lifesaving treatment in the field. They also conduct cruelty investigations and help bring animal abusers to justice.
- **Second Chance Animal Hospital™** – Gives sick and injured animals a "second chance" with emergency veterinary care, including surgery, medication and rehabilitation. Our veterinary team treated almost 10,000 animals last year for a variety of conditions stemming from accidents to intentional abuse.
- **Project SafeHouse** – Ensures that no-cost, confidential care is available for the pets of those who must flee abusive relationships. We happily reunite these pets with their owners once they have found a safe, non-abusive environment in which to live.
- **Pet Food Bank** – Provides tens of thousands of pounds of free pet food and supplies per year to those suffering through a financial hardship. We believe it's best to provide a helping hand when times are tough, so that pets can stay with the families who love them during those times when buying just one bag of kibble puts a strain on the family budget.

And....we do it all of this with NO State or Federal funding. We are a 501(c)3, non-profit organization and YOUR donations are the sole source of funding used to provide these services.

For the past seven consecutive years, we have found new homes for 100% of the healthy, adoptable animals in our care; provided pet-parenting, training assistance and humane education opportunities for youth and adults; and offered free and low-cost spay/neuter and wellness services for dogs and cats in our community. We can't do it without you. Will you help us?



## What is Pet-a-Palooza and the Stadium Stroll? ... We're glad you asked!

The Arizona Humane Society and CBS Radio Phoenix have teamed up to present the 1<sup>st</sup> Annual Pet-a-Palooza and Stadium Stroll! This exciting event will take place on November 7 at Peoria Sports Complex and celebrates our love affair with our pets. We offer you the opportunity to spend a day at Park with 5,000+ of your best customers as they enjoy a pre-event stroll around the Complex to raise money to support the programs of the Arizona Humane Society, and the main event featuring GREAT live musical acts, yummy food, vendor booths, animal exhibitors and more! Here are the details:

- Saturday, November 7, 2009
- 9:00 AM – 10:00 AM Stadium Stroll [Pre-Event]
- 10:00 AM – 5:00 PM Pet-a-Palooza [Main Event]
- Live musical acts ALL day long!
- Peoria Sports Complex
- Estimated attendance 5,000+ people and 1,500+ pets

## ... Why should you be there?

Your business will benefit through CBS Radio's powerful Pet-a-Palooza advertising punch featuring an extensive 3-week integrated marketing campaign that includes a robust On-Air and Online blitz in advance of the event.

- 480 live/recorded promotional announcements to air across KOOL/KMLE/KZON [160 each station] [promo value: \$275,000]
- Various jock-talk mentions on KOOL/KMLE/KZON [promo value: \$200,000]
- 480 :60 second streaming commercials on each KOOL/KMLE/KZON online website [promo value: \$4800]
- Dedicated 'Pet-a-Palooza' Web site and jump pages on KOOL/KMLE/KZON Web sites launching approximately one [1] month prior to the event [promo value: [\$25,000]

In addition, you have the opportunity to:

- Drive sales/traffic
- Heighten visibility
- Set yourself apart in a tough market
- Obtain positive publicity
- Trial new products
- Define your unique position
- Gather consumer data
- Support the Arizona Humane Society and have a great day at the park!
- Shape consumer attitudes

### Questions?

Please visit us online at [www.azhumane.org](http://www.azhumane.org)  
Contact: Gina Ward at 602-997-7586, Ex. 1136 / [gward@azhumane.org](mailto:gward@azhumane.org)



## 2009 Stadium Stroll & Pet-A-Palooza Sponsorship Levels

### \$10,000 gift to The Arizona Humane Society

#### As a Premier "Stadium Stroll" Sponsor, you will receive:

- Company listed as a Premier 'Stadium Stroll' Sponsor in all event materials.
- 10' x 20' canopied pavilion area with tables and chairs
- Exclusive prominent banner display or signage at your area with your logo/name on banner promoting the area (client to provide)
- Opportunity to distribute company product/information at event
- Name inclusion in a minimum of 56 live/recorded promotional announcements promoting the event on KOOL/KMLE/KZON
- Custom advertising schedule on one of the CBS Radio Phoenix stations
- Logo on the "Pet-a-Palooza" website and webpage on KOOL/KMLE/KZON website
- A minimum of two stage announcements during concert
- Logo featured on 'Stadium Stroll' pledge sign-up sheet (approx. 25,000 distributed)
- Rotating Hyperlink Banner Ad on KOOL/KMLE/KZON and "Pet-a-Palooza" website.
- Logo Recognition on Arizona Humane Society website ([www.azhumane.org](http://www.azhumane.org))
- [4] Vendor credentials

### \$5,000 gift to The Arizona Humane Society

#### As a \$5,000 Corporate Sponsor, you will receive:

- Company listed as a Corporate Sponsor in all event materials.
- 10' x 20' canopied pavilion area with table and chairs
- Logo exposure on 'Stadium Stroll' pledge sign-up sheet (appx. 25,000 distributed).
- Prominent banner display or signage at your area with your logo/name on banner promoting the area (client to provide)
- Opportunity to distribute company product/information at event.
- Ten (10) :60 commercials to air Monday – Sunday, 5 am – 12am on one of the CBS Radio Stations [KOOL/KMLE/KZON]
- Reach over 5000 new customers at Pet-a-Palooza and thousands more with your CBS radio commercial schedule
- Logo Recognition on AHS website ([www.azhumane.org](http://www.azhumane.org))
- Logo on the "Pet-a-Palooza" website and webpage on KOOL/KMLE/KZON website
- A minimum of two stage announcements during concert
- [4] Vendor credentials



## 2009 Stadium Stroll & Pet-A-Palooza Sponsorship Levels

### \$2,500 gift to The Arizona Humane Society

#### As a \$2,500 Retail Sponsor, you will receive:

- Company listed as a Sponsor in all event materials.
- 10' x 10' booth space with table and chairs
- Opportunity to display banners at your booth during the event
- Logo exposure on 'Stadium Stroll' pledge sign-up sheet (appx. 25,000 distributed).
- Opportunity to distribute company product/information at event.
- Sponsor listing on the Pet-a-Palooza Jump pages
- Twenty [20] :60 streaming commercials on KOOL/KMLE/KZON
- [4] Vendor Credentials

### \$1,250 gift to The Arizona Humane Society

#### As a \$1,250 Booth Sponsor, you will receive:

- Company listed as a Sponsor in all event materials.
- 10' x 10' booth space with table and chairs provided
- Opportunity to display banners at your booth during the event
- Opportunity to distribute company products/information at event.
- Listing on the Pet-a-Palooza Jump pages
- [2] Vendor Credentials

### \$500 gift to The Arizona Humane Society

#### As a \$500 Exhibitor, you will receive:

- Company listed as an Exhibitor in event materials.
- 10' x 10' booth space *[must provide own canopy, table and chairs]*
- Opportunity to display banners at your booth during the event [client provides]
- Opportunity to distribute company products/information at event.
- [2] Vendor Credentials



## Yes! We want to make a difference . . .

We will Sponsor the Arizona Humane Society Stadium Stroll & Pet-A-Palooza by pledging the following level of support:

- \$10,000 Stadium Stroll Sponsor
- \$5,000 Corporate Sponsor
- \$2,500 Retail Sponsor
- \$1,250 Booth Sponsor
- \$500 Exhibitor

Company Name \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

### Payment Information

Enclosed is a check for \$ \_\_\_\_\_ made payable to The Arizona Humane Society.

Charge the sponsorship amount of \$ \_\_\_\_\_ to (please circle one):

Visa   MasterCard   American Express   Discover

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please remit payment to:  
Arizona Humane Society  
Attn: Gina Ward  
1521 W. Dobbins Road ▪ Phoenix, AZ 85041