

Cape Ann Animal Aid

# dog day!

every dog has  
their day...



## what is dog day?

*Dog Day is a fundraiser for the Cape Ann Animal Aid designed to celebrate dogs and the people who love them! Animal lovers and dogs of all ages join together for a memorable afternoon of fun, food, demonstrations, and games.*

This popular event, now in its 7<sup>th</sup> year, also raises much needed funds for the Cape Ann Animal Aid which last year cared for and found new homes for over 750 dogs and cats!

## where and when is dog day?

Dog Day will once again take place at the beautiful Stage Fort Park in Gloucester, MA on **Sunday, September 13<sup>th</sup>, 2009 from 11am to 3pm**. A rain date has been scheduled for Sunday, September 20<sup>th</sup>, 2009 from 11am to 3pm.



## why participate in dog day?

**Participating in Dog Day will allow you to reach a target audience while demonstrating a commitment to supporting our community and animals in need!**

Your business directly benefits from one or more of the following outreach and advertising opportunities:

- Host a booth in the Pet & Community Expo
- Donate goods or services for Dog Day raffles or goodie bags
- Support Dog Day as a sponsor



***Dog Day is the only event of its kind on the North Shore!***

***"I had a wonderful experience last year at Dog Day. The dogs (and people) I met were just great! I had fun and I made some incredible business connections!"***

Sheila Duncan, President - Larkin Ltd.



***"We have been proud sponsors of Dog Day every year. It's a great event for a great cause that also allows us to meet and interact with potential clientele.***

Julie Borge, Owner - K9-KUTS

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## Sponsorship Opportunities

In addition to hosting a booth at Dog Day, we hope you'll consider sponsorship!

Sponsorship support from retailers like you will allow us to advertise your business while supporting our cause. With your support, we'll be able to:

- Place promotional ads in local papers
- Run promotional ads on local radio stations
- Place promotional ads on relevant and popular websites
- Produce Dog Day t-shirts for event attendees
- Produce banners, signs, and other promotional materials

Sponsorship opportunities are available at the following levels:

<b>TOP DOG: \$500 +</b>	<b>HAPPY CANINE: \$275 +</b>	<b>CANINE PAL: \$150 +</b>
<ul style="list-style-type: none"> <li>○ Free booth space at the event</li> <li>○ Logo and name prominently displayed on Dog Day t-shirt</li> <li>○ Logo and name prominently displayed on Dog Day event and promotional banners</li> <li>○ Logo and name on all Dog Day promotional ads and press releases</li> <li>○ Logo and name in CAAA newsletter (Mailing list of approx. 3,600)</li> <li>○ Logo, name, and website link on CAAA Dog Day website</li> <li>○ Live mentions throughout the event</li> <li>○ Your company business samples/literature (supplied by you) included in goodie bags</li> <li>○ 4 free passes for guests and their dog(s)</li> </ul>	<ul style="list-style-type: none"> <li>○ Free booth space at the event</li> <li>○ Name (not logo) on Dog Day event banners</li> <li>○ Name (not logo) in CAAA newsletter (Mailing list of approx. 3,600)</li> <li>○ Name (not logo) and link on CAAA website</li> <li>○ Your company business samples/literature (supplied by you) included in goodie bags</li> <li>○ 2 free passes for guests and their dog(s)</li> </ul>	<ul style="list-style-type: none"> <li>○ Free booth space at the event</li> <li>○ Name (not logo) listed in CAAA newsletter (Mailing list of approx. 3,600)</li> <li>○ Name (not logo or link) listed on CAAA Dog Day website</li> <li>○ Name (not logo) listed on signs at Dog Day</li> </ul>

### Additional Sponsorship Opportunities:

#### **GOODIE BAGS/RAFFLE DONATIONS:**

We welcome donations of products or samples for our participant goodie-bags or raffle prizes. Please include an estimated cost and we will send you a tax-deductible donation form for your tax purposes.

#### **IN-KIND SPONSORSHIP:**

Does your business have products or services to help our event run more smoothly? We may accept them in exchange for including your business in the matching value sponsorship level benefits.

For more information about sponsorships please email Rebecca Baylies at [rbaylies@capeannanimalaid.com](mailto:rbaylies@capeannanimalaid.com) or call (978) 283-6055.

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## Sponsor Commitment Form

**PLEASE NOTE: TO RECEIVE ALL DESIGNATED SPONSOR LEVEL BENEFITS, THIS FORM MUST BE RETURNED AS SOON AS POSSIBLE AND BY NO LATER THAN JULY 14, 2009.**

**yes!** We would like to sponsor Dog Day 2009 at the following level:

\_\_\_\_\_ Top Dog  
\$500 or more

\_\_\_\_\_ Happy Canine  
\$275 or more

\_\_\_\_\_ Canine Companion  
\$150 or more

\_\_\_\_\_ **yes!** We will attend the event and will set up a booth (booth space is free to all sponsors).

\_\_\_\_\_ **yes!** We would like to learn more about donating products/samples for goodie bags.

\_\_\_\_\_ **yes!** We would like to learn more about making an in-kind donation for Dog Day 2009.

### Company Information

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

Address: \_\_\_\_\_

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

Website: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Sponsor Payment

Check Enclosed: \$\_\_\_\_\_ (Please make checks payable to Cape Ann Animal Aid)

Credit Card (MasterCard/Visa/American Express) #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Amount \$\_\_\_\_\_

#### **PLEASE RETURN TO:**

Cape Ann Animal Aid  
Attn: Dog Day 2009  
260 Main Street  
Gloucester, MA 01930

**Questions? Call 978- 283- 6055 or email [rbaylies@capeannanimalaid.com](mailto:rbaylies@capeannanimalaid.com)**

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## Vendor Registration Form

**PLEASE RETURN THIS FORM AS SOON AS POSSIBLE AND BY NO LATER THAN AUGUST 28<sup>th</sup>, 2009.**

**yes!** Please reserve a 10 x10 vendor space for us:

- Business Participant: **\$50.00**
- Event Sponsor Participant: **Free**
- Non Profit Organization Participant: **Free** (*Please Include Your Tax ID Number*)

### **BUSINESS/NPO INFORMATION**

Business/NPO Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Website: \_\_\_\_\_ Nonprofit Org. Tax ID: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

\_\_\_\_\_ **yes!** We would like to learn more about donating products or samples for goodie bags.

\_\_\_\_\_ **yes!** We would like to learn more about donating products for the Fundraising Raffle.

\_\_\_\_\_ **yes!** In the event of bad weather, we will participate in Dog Day on the scheduled rain date of September 20th, 2008 from 11am to 3pm.

### **VENDOR PAYMENT**

Check Enclosed: \$\_\_\_\_\_ (Please make checks payable to Cape Ann Animal Aid)

Credit Card (MasterCard / Visa / American Express) #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Amount \$\_\_\_\_\_

#### **PLEASE NOTE:**

Your booth registration fee is nonrefundable. We kindly ask that you refrain from breaking down your vendor space and packing up your things until **AFTER** 3pm on the day of the event. **We strongly encourage you to bring a tent or tarp to shade your vendor space.**

**Please mail to:** Cape Ann Animal Aid, Attn: Dog Day 2009, 260 Main St., Gloucester, MA, 01930

**Questions? Call 978-283-6055 or email [rbaylies@capeannanimalaid.com](mailto:rbaylies@capeannanimalaid.com)**

# ABOUT CAPE ANN ANIMAL AID



## mission statement

Cape Ann Animal Aid (CAAA) is a non-profit, no kill organization dedicated to facilitating appropriate placement of adoptable animals and enhancing the lives of all companion animals by promoting respect and well-being through education and outreach.

## nonprofit status

The CAAA is not controlled or funded by any statewide or national organizations. We are a 510(c)3 private, non-profit organization, governed by a Board of Directors, composed of volunteers from the community. As a nonprofit, we rely entirely upon the support of individuals, businesses, corporations, and foundations to provide funding and/or in-kind donations.

## our history

The Cape Ann Animal Aid Association was founded in May, 1963 by the late Ruth Spoor and a group of fellow animal lovers. Originally intended as a rescue committee for the helpless kittens and puppies abandoned by some summer residents, we have grown into a home-finding agency for cats and dogs on Cape Ann and beyond. We have now outgrown our current building at 260 Main Street in Gloucester, MA and as a result we launched a Building Fund campaign to raise 1.9 Million dollars to construct a state-of-the-art shelter in West Gloucester.



## programs and services

### adoption center

Our shelter animals receive specialized attention and socialization which includes hands-on attention, grooming, and care. All of our animals are spayed or neutered prior to adoption. Our dedicated staff begins basic training with the shelter dogs and makes every effort to rehabilitate animals with behavior issues. The potential adopter(s) spend time with our knowledgeable staff and various available animals before an adoption. We strive to ensure that each adoption match is successful and ever-lasting.



### community outreach programs

We are dedicated to providing opportunities for the public to learn more about shelter animals and the work of the CAAA. We host school groups, Scout Troops, and other community groups at the shelter to educate and strengthen the human-animal bond at every age.

### mobile outreach

Our weekly mobile outreach program brings animals and the public together in a public place so that more animals may find the right loving homes.