



HOME FOR THE HOLIDAYS SPCA OF TEXAS

The SPCA of Texas presents the 26th annual Home for the Holidays event at NorthPark Center. This signature event brings shoppers and pet lovers together to raise awareness for homeless pets, and to help these wonderful animals find a forever, loving family.

Home for the Holidays will kick off November 14th, 2016 with twenty four custom made dog houses that will be raffled off through December 4th. These one of a kind dog houses were built by American Institute of Architects and TEXO members.

The Adoption Plaza will open on November 25th and run through December 23rd. We will have adoptable cats and dogs at NorthPark Center every day from noon to six with the hope that over 250 animals will find their forever home this holiday season.

Since our first year of Home for the Holidays in 1990, over 10,000 pets have been adopted. Children who came with their parents and adopted a pet, are now coming back as adults with their families and adopting again. This event is a holiday tradition for many families here in North Texas.

As a sponsor, you will help the SPCA of Texas continue its life saving work. And, you will be reaching an audience of over 3 million people during this holiday season event at NorthPark Center.

All money raised will go towards our important mission to rescue, heal, and find loving homes for vulnerable animals. Whether you sponsor a dog house, a kennel, or the whole event, you are making a difference for animals in North Texas.

Sincerely,

The SPCA of Texas



Sponsorship Opportunities

Title Sponsor - \$50,000

- Co-branded SPCA of Texas/ABC Company "Home for the Holidays" logo. Logo featured on all promotional marketing materials including marquee signage, step and repeat signage, table clothes, table signage, volunteer aprons, save the date signage, 18 kennels, 24 raffle boxes, Adoption Plaza signage, Meet and Greet area signage, raffle tickets, buck slips, kick off party signs, SPCA of Texas Newsletter, event website, and social media.
- Title Sponsorship recognition in all TV and radio promotions.
- Title Sponsorship recognition in all social media posted related to HFTH as "Home for the Holidays sponsored by ABC Company". Social media including Facebook, Instagram, and Twitter. ABC Company social media handles and hashtags included.
- Bark+Build Dog House Sponsorship. If your sponsored dog house wins "Best in Show" your logo will be included on printed award signage.
- Inclusion in all eNewsletters sent out to our database promoting the Home for the Holidays event (over 120,000 people in our database).
- Invitation to the Kick Off Party hosted by Fossil and the Theodore.
- Opportunity to insert coupons, samples, printed info in adopters' goody bags.
- Optional company volunteer day at HFTH event between November 14th and December 23rd.
- FREE: We bring the pets to you! Optional "adoption day" at your business location. Mobile adoption vehicle on site for 2 hours.

Companion Courtyard Sponsor - \$25,000

- Sponsor of the fenced Companion Courtyard in the Adoption Plaza.
- Vinyl signage on fences: "Welcome to the ABC Company Companion Courtyard!"
- Daily photos/videos posted to social media of adopters meeting pets in the Companion Courtyard. Please provide your company's social media handles and hashtags.
- Logo placement on event signage November 14th-December 23rd :marquee signage, save the date signage, raffle tickets, buck slips, kick off party signage, table signage, SPCA of Texas Newsletter, and event website.
- Bark+Build dog house sponsorship. Logo on raffle box for one dog house. If your sponsored dog house wins "Best in Show" your logo will be included on printed award signage.
- Logo placement on event signage November 14th-December 23rd :marquee signs, save the date signs, raffle tickets, buck slips, kick off party signs, SPCA of Texas Newsletter and event website.
- Invitation to the Kick Off Party hosted by Fossil and the Theodore.
- Opportunity to insert coupons, samples, printed info in adopters' goody bags.
- We'll bring the pets to you! Optional "adoption day" at your business location. Mobile adoption vehicle on site for 2 hours.

Sponsor a Day of Adoptions - \$10,000

- For one day (12pm-9pm) between November 25th and December 23rd your company will be dedicated to the Home for the Holidays adoption drive. Kroger employees will have the unique opportunity to volunteer at the event and help homeless animals find loving forever homes.
- Company logo will be featured on all 18 kennels on sponsored day of adoption. "This day of adoptions is sponsored by (ABC Company Logo)".
- 11x17 table signs "This day of adoptions is made possible by (ABC Company logo)".
- Photos of adoptions during your sponsored day will be posted on SPCA of Texas social media pages thanking your company as a sponsor. Please provide your company's social media handles and hashtags.
- Bark+Build dog house sponsorship. Logo on raffle box for one dog house. If your sponsored dog house wins "Best in Show" your logo will be included on printed award signage.
- Logo placement on event signage November 14th-December 23rd :marquee signage, save the date signage, raffle tickets, table signage, buck slips, kick off party signage, SPCA of Texas Newsletter and event website.
- Invitation to the Kick Off Party hosted by Fossil and the Theodore.
- Opportunity to insert coupons, samples, printed info in adopters' goody bags.
- Option to wear company t-shirts, buttons, stickers, etc. SPCA of Texas aprons and Santa hats will be provided to volunteers.
- Optional: Your business can match the dollar amount from your sponsored day adoptions as a contribution to the SPCA of Texas or offer to cover a percentage of the adoption fees that day.
- We'll bring the pets to you! Optional "adoption day" at your business location. Mobile adoption vehicle on site for 2 hours.

Presenting Sponsor - \$5,000

- Logo placement on event signage November 14th-December 23rd: marquee signage, save the date signage, table signage, raffle tickets, buck slips, kick off party signage, SPCA of Texas Newsletter and event website.
- 1 Bark+Build dog house sponsorship. Logo on raffle box for one dog house. If your sponsored dog house wins "Best in Show" your logo will be included on printed award signage.
- 1 kennel sponsorship
- Invitation to the Kick Off Party hosted by Fossil and the Theodore.
- Opportunity to insert coupons, samples, printed info in adopt-

Dog House \$2,500

- Logo and Company name on the raffle box next to the dog house (over 3.5 million people will visit the mall during the event timing)
- Logo featured on the Home for the Holidays landing page on the SPCA of Texas website (website receives over 350,000 views per month)
- Inclusion in one eNewsletter sent out to our database promoting the Dog House Raffle (over 112,000 people in our database)

Kennel Sponsorship \$1,000

- A plaque on a dog or cat kennel that says "This Adoption is Made Possible by:" followed by the company or donor's name

