



Humane Animal Welfare Society

HAWWS Pet Walkathon

701 Northview Road
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Web: www.hawwpets.org

February 24, 2009

Dear Community Business or Individual,

Each year, the Humane Animal Welfare Society (HAWWS) of Waukesha County, Inc. cares for more than 6,000 homeless companion animals, rescues hundreds of injured and orphaned wild animals and provide humane education programming for thousands of people in our area. Established in 1965, this organization is recognized as one of the leading animal shelters in Wisconsin.

HAWWS is a non-profit organization that relies on private contributions to support its work. You may join the many businesses in our community that have chosen to help HAWWS further its mission through sponsorship of its annual Pet Walkathon scheduled for Saturday, May 2nd, 2009 at Minooka Park in Waukesha, WI.

The Pet Walkathon is now in its 26th year and is the shelter's largest fund raising activity. This fun, family event includes the walk, in which participants raise money through pledges, prizes, contests, pet-related demonstrations and vendors in a festival-type atmosphere. We expect to draw 1,300 or more participants based on past history.

There are many levels of sponsorship, each with benefits ranging from listing your business on the HAWWS Web site to title sponsorship of the entire event. Enclosed you'll find further information on each level. It's an opportunity to support a long-standing community organization while increasing awareness of your business.

I would be happy to answer any questions you may have regarding HAWWS or the Pet Walkathon. If you need further information, please contact me at walk@hawwpets.org




















































Thank you for considering this opportunity to support our mission and your local Shelter

Sincerely,

Nancy Mayo
Pet Walkathon Coordinator



HAWs Pet Walkathon Corporate / Business and Individual Sponsorship Opportunities

	Bark n' Purr Crowd \$50	Critter Club \$100	Purr-fect Pal \$250	Pick of The Litter \$500	Big Dog \$1,000	Cat's Meow \$2,500	Man's Best Friend \$5,000
Web site recognition							
Insert Opportunity							
Paw Print Board							
Fire Hydrant							
Brochure Listing							
Vendor / Display Space							
Newsletter Listing							
Print Ad: Posters T-shirts							
Checkpoint Sponsor					 Mile 3	 Mile 2	 Mile 1
Area Sponsor					 Food	 Activity	
Title Sponsorship							

Sponsorship Descriptions:

All sponsors will receive a certificate of appreciation.

Web Site Listing: Name/logo featured on the HAWs Web site, which receives 30,000 visits each month.

Insert Opportunity: An opportunity to insert a magazine / flyer / item (provided by your company) into the pledge walkers goodie bags.

Paw Print Board: Name listed on a display near the registration area on event day, along with a paw print, proportionate in size to the level of your donation.

Fire Hydrants: Name on an individual fire hydrant cutout displayed along the first mile of the walk.

Brochure Listing: Name/logo included on event brochure (availability based on printing deadlines).

Display Space at Event: Provide information on your program/service in our display / vendor area. Sale of items will be permitted.

Newsletter Listing: Sponsors name will be listed in the "Tattle Tails" which reaches over 10,000 homes and businesses.

Print Ads: Name or logo listed on official event items (availability based on printing deadlines) and in any print advertising.

Checkpoint Sponsorship: Name displayed prominently at corresponding checkpoint, i.e. Big Dog at mile three, Cat's Meow at mile two and Animals' Best Friend at mile one.

Area Sponsorships: Cat's Meow sponsor is linked with this area in the brochure and the sponsoring organization name will be displayed at the Activity area itself, where a variety of agility, flyball, contests and other lively demonstrations take place. This is a natural gathering spot throughout the day. Big Dog will be recognized as the Food area sponsor.

Title Sponsorship: Sponsor name/logo associated with event name, i.e. Humane Animal Welfare Society Pet Walk-a-thon, sponsored by _____. Recognition on site day at event, in news releases and public service announcements, on HAWs Web site, in printed materials (availability determined by printing dates). This sponsor will have first opportunity to retain the title in 2010.

