

Support Providence Animal Rescue League (PARL) and our mission by making a direct investment in animal welfare and community support programs in the Greater Providence area. A variety of sponsorship and naming opportunities are available through our fall events/programs and provide significant exposure to businesses, foundations and individuals alike. Custom opportunities are available as well.



Pets of PARL Photo Calendar

AD SPECIFICATIONS:

- 2.4" x 1.38" high res JPEG (similar to business card)
- Full color

Send file to development@parl.org by September 1, 2021.

The 2022 Pets of PARL Photo Calendar will feature images of family pets in PARL's community of adopters and supporters. The calendar's cover photo and image for each month's spread will be determined by popular vote (happening now through August 16th!).

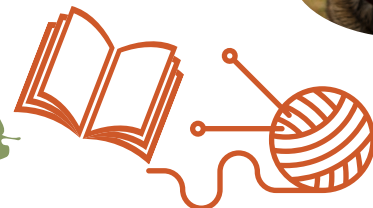
This is a unique opportunity for local businesses to reach a target market of pet lovers with significant impact and visibility. The calendar will feature four full-color advertisements on each monthly spread. With only 48 spots available, you won't want to miss out!

Single Ad Placement: \$125 | Double Ad* Placement: \$200

**Same ad run twice (on separate months)*



Progress for Paws



Whether they are logging miles for mutts, knitting for kittens, or reading for the rabbits, participants of this event will set and share a personal goal to achieve in the month of September. They'll raise funds for PARL through peer sponsorship as they make progress and hopefully achieve their goal! Sound familiar? Progress for Paws is a creative twist on our Pet Walk event that historically took place each September.

Who can participate? Local hobby groups, clubs, businesses (like yours!), families, and individuals are encouraged to set a goal and join the community of progress-seekers. The month-long virtual event culminates with an in-person celebration at The Guild in Providence on September 30th (dogs welcome!) with awards and comradery.

Sponsor Levels & Benefits

| | Silver Paw \$150 | Gold Paw \$250 | Platinum Paw \$500 |
|---|-----------------------------|-----------------------------|-------------------------------|
| Included on event website and event e-communications | Name | Logo | Logo w/ Link |
| Recognition at closing celebratory event | Verbal | Verbal & Printed | Verbal & Printed |
| Included on commemorative Progress for Paws swag | | Name | Logo |
| Social media shout outs during September | | 2x | 4x |
| Recognition in event press release | | | Recognized |

{Continued on Reverse}

Howl-O-Ween



Everyone in the family will find something to love about our first Howl-O-Ween celebration! PARL's parking lot will be transformed into a Trunk-or-Treat area where dogs, kids and families can collect candy and pet-themed treats from decorated trick-or-treat car stations. A vendor fair will be set up in our Outdoor Dog Yards where visitors can shop specialties and play Halloween-themed games. Add in some food trucks and a costume competition -- for both humans and pets alike -- and this event is sure to become a community favorite!

Featuring Two Exclusive Sponsor Opportunities



Costume Competition Sponsor: \$500

- Be a guest judge in the costume contest
- Present the sponsor-named Grand Prize (will also be live streamed via Facebook)
- Plus sponsor benefits as listed below



Trunk or Treat Bag Sponsor: \$500

- Logo printed on trick-or-treat bags (given to first 250 attendees; one per child/pet)
- Plus sponsor benefits as listed below

Sponsor Levels & Benefits

| | Howl-O-Ween \$250 | <i>Exclusive!</i> Costume Competition \$500 | <i>Exclusive!</i> Trunk-Or-Treat \$500 |
|--|----------------------|--|--|
| Included on event website and event e-communications | Name | Logo w/ Link | Logo w/ Link |
| Recognition at closing celebratory event | Verbal | Verbal & Printed | Verbal & Printed |
| Social media shout outs during September | 2x | 4x | 4x |
| Recognition in event press release | Recognized | Recognized | Recognized |
| Vendor Table AND/OR Trunk-Or-Treat Station | Choice of One | Both | Both |

Fee for Vendor Table Only: \$150 10' x 10' space; must bring own table, chairs and tent



Fall in love with PARL this season... Seasonal Sponsorship Bundles

\$300 Bundle (\$400 combined value)

- Progress for Paws Silver Paw Sponsor (\$150 value)
- Howl-O-Ween Sponsor (\$250 value)

\$500 Bundle (\$625 combined value)

- Single Ad placement in Calendar (\$125 value)
- Progress for Paws Gold Paw Sponsor (\$250 value)
- Howl-O-Ween Sponsor (\$250 value)
- Two (2) tickets to attend The Rescue in June 2022*

\$1,000 Bundle (\$1,875 combined value)

- Single Ad placement in Calendar (\$125 value)
- Progress for Paws Platinum Paw Sponsor (\$500 value)
- Howl-O-Ween Sponsor (\$250 value)
- Two (2) tickets to attend The Rescue in June 2022*
- Webpage Sponsorship at PARL for 2022 (\$1,000 value)
 - Company logo & link on our dog, cat and small animal available pet listing web pages
 - Reach more than 218,000 annual visitors on our most popular webpages

**BEST
VALUE!**

*PARL's premier gala event, The Rescue, is returning June 2022! Sponsor at a \$500 or \$1,000 bundle level and receive two (2) free tickets.

PARL Fall Sponsorship Form



WE WANT TO SUPPORT PARL THIS FALL SEASON!

Pets of PARL Calendar

- Single Ad (\$125)
- Double Ad (\$200)

Howl-O-Ween

- Howl-O-Ween Sponsor (\$250)
- Costume Competition Sponsor (\$500)
- Trunk or Treat Sponsor (\$500)
- Vendor Table Only (\$150)

Progress for Paws

- Silver Paw (\$150)
- Gold Paw (\$250)
- Platinum Paw (\$500)

Sponsorship Bundle Package

- \$300 Bundle
- \$500 Bundle
- \$1,000 Bundle

BEST VALUE!



BUSINESS INFORMATION

Business Name _____

Primary Contact Name _____

Address _____

Email _____ Phone _____

Social Media Handles:

Facebook _____ Instagram _____



I'd like to learn more about PARL and its programs.

PAYMENT INFORMATION

Payment Method:

- Check
- Visa
- MC
- AmEx
- Discover

Total Amount of Support: \$ _____

Credit Card Number _____ Exp. Date _____ Verification Code _____

Authorization Signature _____

Questions? Please contact Hannah Veale at 401-421-1399 x210 or email hveale@parl.org

Providence Animal Rescue League | 34 Elbow Street, Providence, RI 02903 | www.parl.org