



Dear Sponsor,

On June 17, 2010 Kody's Fund, a charitable initiative of Earthdog, will host Rock n' Roll for Pup Control, a live music event to support New Leash on Life. The event will feature live music from Jonell Mosser and Mike Younger. We are writing to invite your business to become a sponsor of the event and participate in this wonderful cause-related marketing opportunity!



Event Summary:

- Thursday, June 17, 2010 from 6pm-9:30pm in Brentwood.
- Event admission is \$20 in advance, \$25 at the door and \$100 in advance for groups of 6.
- The event will be marketed to individuals who are animal friendly, vegan/vegetarian and music fans.
- Wine, beer, hors d'oeuvres, live music as well as a live and silent auction.
- Raises money to support New Leash on Life and its spay and neuter programs that serve thousands each year for free or at low-cost.

New Leash on Life is a 32 year old, well-respected not-for-profit animal welfare agency that provides services to thousands of animals each year. Our no-kill pet adoption center is one of the largest in the Middle Tennessee area, and our comprehensive spay/neuter programs have spayed and neutered nearly 60,000 animals for free or at low-cost. If these pets or their offspring were allowed to produce two litters each, nearly 500,000 unwanted pets could have been born. By preventing the births of unwanted animals, we are saving lives through prevention. Your participation will help continue the important life saving work of New Leash on Life.

Your involvement in Rock n' Roll for Pup Control is a cause-related marketing opportunity that will help you reach a target audience and will also greatly assist the efforts of New Leash on Life to provide life-saving programs to animals in Middle Tennessee.

Details are attached for your review. We look forward to hearing from you soon and to your potential involvement in Rock n' Roll for Pup Control!

Sincerely,

Event Organizer

Rock n' Roll for Pup Control: Sponsorship Form

Yes! I'd like to become an official sponsor of the Rock n' Roll for Pup Control!

Company Name: _____

Contact Person: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____ Ext: _____ Fax: (_____) _____ - _____

Email: _____ Website: _____

Contact Person's Signature: _____ Date: _____

PLEASE INITIAL NEXT TO YOUR DESIRED SPONSORSHIP LEVEL BELOW:

\$500 level sponsor: _____

- Sponsor logo on event posters and promotional materials, programs, print ads, and event website.
- Listed as a sponsor in our email blast sent to over 1,000 supporters.
- Listed as a sponsor in all press releases to print, radio and television media.
- Event coordinators will provide an exclusive table at the event for your business to display information.
- 12 complimentary tickets to event.

\$250 level sponsor _____

- Sponsor name listed in event program and on event website.
- May display business information on the shared sponsor table at the event.
- Six complimentary tickets to the event.

\$100 level sponsor _____

- Sponsor name listed in event program and on event website.
- Two complimentary tickets to the event.

DEADLINES: Sponsor form and logos must be received no later than 2pm on May 24, 2010 in order to appear on promotional materials or 2 PM on June 9, 2010 to appear in the program. Logo should be emailed as a hi-resolution (300dpi) PDF or JPG file in CMYK color to Natalie@newleashonline.org. Sponsor payment can be mailed to: New Leash on Life, attn: Natalie Corwin, PO Box 247, Lebanon, TN 37088. (please make checks payable to New Leash on Life).

To reserve your sponsorship:

Please fax or email this form to Natalie Corwin (615-444-4997 or Natalie@newleashonline.org)

Thank you for your participation in *Rock n' Roll for Pup Control* benefiting New Leash on Life!



the new leash on life family of programs

almost home • fix for life • the spay station • snip and tip