



## Alberta Animal Rescue Crew Society

Bay G, 3851 21 Street NE

Calgary, AB T2E 6T5

Phone: 403-250-7377

Website: [www.aarcs.ca](http://www.aarcs.ca)

Registered Charity Number | 80718 8479 RR0001

January 23, 2017

Dear Sir or Madam,

The Alberta Animal Rescue Crew Society (AARCS) will be hosting its second annual *Dueling Pianos* fundraiser at Aussie Rules Piano Bar on Thursday April 13<sup>th</sup> 2017! Last year's inaugural event was sold out and raised over \$17,000 for the animals in AARCS' care. Guests will be part of the entertainment as two talented pianists duel it out on stage to our favorite music! Those in attendance will enjoy an evening of drinks, hors d'oeuvres, live music, silent auctions and raffles! Tickets for the evening are \$30 each and we hope to have 250 guests in attendance.

All proceeds raised from this evening will go towards the programs and services that AARCS provides. In 2016, AARCS took in over 3,200 homeless, abandoned or abused cats and dogs providing them with shelter, medical care, and eventually a new adoptive family. AARCS also has assistance programs such as Spay/Neuter, Emergency Foster Care and Animal Disaster Response. In 2017, AARCS will be embarking on a special project and will be moving to a larger facility, which will include our very own veterinary hospital.

We would like to invite you to be part of this fun event and make it a worthwhile investment. By sponsoring *Dueling Pianos*, you will not only receive the below incentives, but you will be partnering with one of Alberta's leading animal welfare organizations, raising your company's profile within the community with an opportunity to gain new clients/customers. Please see attached a variety of sponsorship levels and opportunities available.

AARCS acknowledges that every company has specific preferences with regards to the benefits it hopes to gain from becoming involved in an event. While the sponsorship levels attached highlights some of the key advantages to becoming involved, we would be happy to discuss additional requests with prospective sponsors.

### Silent Auction Items

In addition, a crucial part of the evening is the Silent Auction. We are currently looking for companies willing to donate a package, item or gift certificate to be auctioned off during the event to raise funds for AARCS.

### Contact Us

Please take some time to review the details included in this package. We welcome the opportunity to speak with you about any questions or concerns you may have. **If you are interested in becoming a sponsor please contact me by February 28<sup>th</sup>, 2017.** My contact information is below.

Thank you for your time and support.

Sincerely,

Lindsay Black  
Resource Development & Communications Coordinator  
Alberta Animal Rescue Crew Society  
403.620.4091 (cell)  
[Lindsay@aarcs.ca](mailto:Lindsay@aarcs.ca)



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## Dueling Pianos 2017 Sponsorship Opportunities

### Title Sponsorship \$2,000 (Available to 1 Sponsor only)

- 🐾 Logo on the event poster which will be advertised in the following ways:
  - 🐾 On the AARCS website with a direct link to your company website
  - 🐾 On the AARCS website as our front page slider
  - 🐾 On the AARCS Facebook (75,000+ followers) and Twitter (4,100+ followers) accounts prior to the event and two posts on the week of the event
  - 🐾 Emailed to all AARCS volunteers, foster homes and newsletter subscribers (9,000+)
  - 🐾 Distributed at AARCS events prior to the event and various locations around Calgary and area
- 🐾 Company banner, brochures and business cards displayed at the event
- 🐾 Company logo displayed at Front Entrance as well as on each table at the event
- 🐾 Four tickets to the event with Reserved Prime Seating
- 🐾 Recognition at the event by AARCS host on stage
- 🐾 Opportunity to give a formal speech during the event
- 🐾 A thank you post on AARCS Facebook and Twitter accounts following the event
- 🐾 Listed as Title Sponsor in our event Public Service Announcement (PSA)
- 🐾 Name a newly rescued animal (cat or dog) and be named as a sponsor in their profile on the AARCS website
- 🐾 Private tour of AARCS' Safe Haven facility

### Gold Sponsorship \$1,000 (Multiple Opportunities Available)

- 🐾 Logo on the event poster which will be advertised in the following ways:
  - 🐾 On the AARCS website with a direct link to your company website
  - 🐾 On the AARCS website as our front page slider
  - 🐾 On the AARCS Facebook (75,000+ followers) and Twitter (4,100+ followers) accounts prior to the event and two posts on the week of the event
  - 🐾 Emailed to all AARCS volunteers, foster homes and newsletter subscribers (9,000+)
  - 🐾 Distributed at AARCS events prior to the event and various locations around Calgary and area
- 🐾 Company logo displayed at the Front Entrance of the event
- 🐾 Two tickets to the event with Reserved Prime Seating
- 🐾 Recognition at the event by AARCS host on stage
- 🐾 A thank you post on AARCS Facebook and Twitter accounts following the event
- 🐾 Listed as a Sponsor in our event Public Service Announcement (PSA)
- 🐾 Private tour of AARCS' Safe Haven facility

### Silver Sponsorship \$500 (Multiple Opportunities Available)

- 🐾 Listed as a Silver Sponsor on the AARCS website
- 🐾 Company logo displayed at the Front Entrance Table of the event
- 🐾 Two tickets to the event with Reserved Prime Seating
- 🐾 Recognition at the event by AARCS host on stage
- 🐾 A thank you post on AARCS Facebook and Twitter accounts following the event
- 🐾 Listed as a Sponsor in our event Public Service Announcement (PSA)
- 🐾 Private tour of AARCS' Safe Haven facility

*The Alberta Animal Rescue Crew Society plans to raise \$2M this year on fund-raising campaigns. It will cost the organization approximately \$200,000 in order to raise this amount. The money raised will go to support the organizations mission to improve the lives of animals by rescuing and providing sanctuary to abandoned, surrendered or abused animals; assisting communities to achieve healthy and respectful relationships with animals; promoting responsible and compassionate guardianship and advocating on behalf of all animals.*



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**Dueling Pianos 2017 Sponsorship Acceptance Form**

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

Contact Individual \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Sponsorship Level**

\_\_\_\_\_ Title Sponsor \$2,000

\_\_\_\_\_ Gold Sponsor \$1,000

\_\_\_\_\_ Silver Sponsor \$500

**Auction/Raffle Item:**

Item:

Value:

**Sponsorship Payment can be made by Credit Card, Pay Pal, E-Transfer or Cheque.**

**Please email/mail a copy of this form to:**

AARCS

ATTN: Lindsay Black

Bay G, 3851 21 Street NE

Calgary, AB T2E 6T5

Email: [Lindsay@aarcs.ca](mailto:Lindsay@aarcs.ca)