



## Alberta Animal Rescue Crew Society

5060 74 Ave SE Calgary, AB T2C 3C9

Phone: 403-250-7377

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

Registered Charity Number | 80718 8479 RR0001

Dear Supporter,

On Saturday, August 12<sup>th</sup>, 2017 the Alberta Animal Rescue Crew Society (AARCS) will be hosting its fourth annual **Jail 'N Bail** fundraiser! Last year, the event raised almost \$60,000 for the animals in AARCS' care! The event will be held at our NEW Safe Haven shelter facility, from 10 am to 4 pm. During the event, VIP's will be jailed in dog kennels (fur friends are optional but recommended!), and they will be released when they have raised the preset amount of money to be bailed! The family-fun event will also have a street festival, kids area, food trucks, adoptable animals and more!

All proceeds raised from this event 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 offers assistance programs such as Spay/Neuter, Emergency Foster Care and Animal Disaster Response. In 2017, AARCS embarked on a special project and has moved to a larger facility, which includes our very own veterinary hospital.

We would like to invite you to be part of this fun event and believe it to be a worthwhile investment of your valuable resources. By sponsoring and/or participating in our Jail n' Bail event, you will not only receive the below incentives, but will be partnering with one of Alberta's leading animal welfare organizations thereby raising your company's profile within the community and taking advantage of an opportunity to gain new clients/customers. Please see attached the various sponsorship and participation levels 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 above highlights some of the key advantages to becoming involved, we would be happy to discuss additional requests with prospective sponsors.

### 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 before July 10<sup>th</sup>, 2017.**

Thank you for your time and support.

Sincerely,

Rachel Howard  
Volunteer Manager  
Alberta Animal Rescue Crew Society  
403.540.0056 | [Volunteer@aarcs.ca](mailto:Volunteer@aarcs.ca)



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## Jail n' Bail 2017 Sponsorship Opportunities

### **Title Sponsorship \$1,500 (Available to One 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
- 🐾 An ad (provided by you) in our e-newsletter (+9,000 recipients), AARCS Social Media pages leading up to the event
- 🐾 Recognition at the event by AARCS host on stage
- 🐾 Opportunity to give a speech during the event
- 🐾 Your company banner (provided by you) will be displayed inside the facility
- 🐾 10' x 10' space at the event with preferential placement
- 🐾 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 Sponsor \$750 (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
- 🐾 Recognition at the event by AARCS host on stage
- 🐾 10' x 10' space at the event with preferential placement
- 🐾 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

### **Festival Booth \$175 (Multiple Opportunities Available)**

- 🐾 10' x 10' space at the event (tent rental is available for an additional \$25 fee) to sell your products or promote your services to guests
- 🐾 Company logo posted on AARCS website
- 🐾 Listed as a vendor in our event Public Service Announcement (PSA)

Please note: 10' x 10' space does not include a tent, table or chairs. Tent must conform to CAN/ULC-S109, Flame Tests of Flame-Resistant Fabrics and Films. Booths are to be setup by 9 am and cannot be taken down until 4 pm.



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**Jail n' Bail 2017 Sponsorship/Vendor Acceptance Form**

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

Contact individual: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Level:**

\_\_\_\_\_ Title Sponsor \$1,500\*

\_\_\_\_\_ Gold Sponsor \$750\*

\_\_\_\_\_ Festival Booth \$175      \_\_\_\_\_ add Festival Tent for an additional \$25

**\*Please send your logo in .PDF or .EPS format (at 300dpi) to Rachel at [volunteer@aarcs.ca](mailto:volunteer@aarcs.ca)**

**Please return a copy of this form along with sponsorship payment (by cheque, phoned in credit card or Interac e-transfer to [invoices@aarcs.ca](mailto:invoices@aarcs.ca) Password: AARCS).**

AARCS

5060 74 Ave SE

Calgary, AB T2C 3C9

Rachel Howard

Volunteer Manager

403.540.0056 | [Volunteer@aarcs.ca](mailto:Volunteer@aarcs.ca) | Fax 866.223.0365

*The Alberta Animal Rescue Crew Society plans to raise \$950,000 this year on fund-raising campaigns. It will cost the organization approximately \$50,000 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. For further information, please contact Deanna Thompson, 403-250-7377*