



## 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 Sponsor;

On Saturday, September 8<sup>th</sup>, 2018 the Alberta Animal Rescue Crew Society (AARCS) will be hosting its fifth annual [Jail 'N Bail](#) fundraiser! Last year, the event raised over \$60,000 for the animals in AARCS' care! The event will be held at our 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 on site and more!

All proceeds raised from this evening will go towards the programs and services that AARCS provides. In 2017, AARCS took in over 3,500 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. We are just one year in our new facility which includes our very own veterinary hospital which has been very busy as we take on more animals who need medical care, food, shelter and love on the way to their forever homes.

We would like to invite you to be part of this fun event and make it a worthwhile investment. By sponsoring Jail n' Bail, 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 section 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 30, 2018.**

Thank you for your time and support.

Sincerely,

Susan Brakus  
Events and Fundraising Coordinator  
Alberta Animal Rescue Crew Society  
403.999.2733 | [Susan@aarcs.ca](mailto:Susan@aarcs.ca)



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## Jail n' Bail 2018 Sponsorship Opportunities

### **Title Sponsorship \$3,000 (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 (10,000+)
  - Distributed at AARCS events prior to the event and various locations around Calgary and area
- An ad (provided by you) in our e-newsletter (+10,000 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
- Business Card Advertisement in our 2019 AARCS Calendar

### **Gold Sponsor \$1,500 (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 Instagram (17,000+ followers)
  - On the AARCS Facebook (82,000+ followers) and Twitter (5,100+ 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

### **Silver Sponsor \$500 (Multiple Opportunities Available)**

- Listed as a Silver Sponsor on the AARCS website
- 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

### **Festival Booth \$200 (Multiple Opportunities Available (Deadline July 24, 2017))**

- 10' x 10' space at the event (tent rental is available) 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)



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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.

**Jail n' Bail 2018 Sponsorship/Vendor Acceptance Form**

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

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

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

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

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

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

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

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

**Sponsorship Level:**

\_\_\_\_\_ Title Sponsor \$3,000

\_\_\_\_\_ Gold Sponsor \$1,500

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

\_\_\_\_\_ Festival Booth \$200

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

**Please return a copy of this form along with sponsorship cheque to:**

AARCS

5060 74 Ave SE

Calgary, AB T2C 3C9

Susan Brakus

Events and Fundraising Coordinator

Alberta Animal Rescue Crew Society

403-999-2733 | [Susan@aarcs.ca](mailto:Susan@aarcs.ca)

*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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