



Growl Meow & Wine

2020 Partnership Opportunities



Sunday, May 3

4:00 PM – 7:00 PM
East Bay SPCA, Oakland
8323 Baldwin Street

Contact: Kimberly Low | VP of Development | klow@eastbayspca.org | (510) 746-5111

www.growlmeowandwine.org



The East Bay SPCA is excited to announce its **2020 Growl, Meow & Wine event on Sunday, May 3** at our beautiful Adoption & Education Center in Oakland. Guests will enjoy craft beer and wine tastings, gourmet food, and an array of silent and live auction items. We expect attendance by 250 friends, civic leaders, community partners and animal lovers.

Funds raised will support our mission to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. All proceeds directly support the East Bay SPCA's lifesaving programs and services including our animal shelter and adoption services in Oakland and Dublin, our full-service veterinary clinic that provides affordable care to the public, foster care, behavior and training programs, youth camps and educational programs for children and teens in local public schools. Last year's event raised more than \$265,000.

How will my company's participation impact the local community?

Your contribution will provide food, shelter, medical care and personal attention to neglected, unwanted animals in need with nowhere else to turn. Your event sponsorship will also support the East Bay SPCA's community programs to prevent animal cruelty such as humane education for local children and advocacy programs for underserved pet owners.

How will my company's brand be leveraged by this event?

Your company name/logo will be listed in the following event marketing materials:

- Pre-event on event website, event invitation and in promotional e-blasts.
- At event on event signage, in printed program and in recognition announcement.
- Post-event publicity and/or media opportunities TBD.

Why choose the East Bay SPCA?

The East Bay SPCA is the local SPCA serving Alameda and Contra Costa Counties. As a 501(c)(3) independent, nonprofit organization, we receive no funding from other animal welfare organizations such as the Humane Society of the United States (HSUS) or the ASPCA, which is based in New York City. \$0.85 of every dollar raised directly supports our mission-driven programs and services.





2020 Growl, Meow & Wine Partnership Opportunities

Best in Show– \$25,000

- Private reception at East Bay SPCA Adoption Center in Oakland or Dublin for up to 30 guests. Includes refreshments, facility tour and Meet & Greet with one or more shelter animals. Date and time to be arranged.
- Live auction sponsor; logo placement on all live auction item presentations
- Silent auction sponsor; logo placement on all silent auction item displays
- Full page advertisement in event program*
- Podium recognition at event
- VIP table for eight (8) at event
- Recognition on event collateral including: event website, TailMail e-newsletter (4) to 27,000, Animal Friends newsletter (1) to 12,000, event invitations (2,500), printed program (250) and onsite presentation*

Leader of the Pack – \$15,000

- Silent auction sponsor; logo placement on all silent auction item displays
- Full page advertisement in event program*
- Podium recognition at event
- VIP table for eight (8) at event
- Recognition on event collateral including: event website, TailMail e-newsletter (4) to 27,000, Animal Friends newsletter (1) to 12,000, event invitations (2,500), printed program (250) and onsite presentation*

Top Dog – \$10,000

- Half-page advertisement in event program*
- Podium recognition at event
- Table for eight (8) at event
- Recognition on event collateral including: event website, TailMail e-newsletter (4) to 27,000, Animal Friends newsletter (1) to 12,000, event invitations (2,500), printed program (250) and onsite presentation*

Cat's Meow – \$5,000

- Quarter-page advertisement in event program*
- Table for eight (8) at event
- Recognition on event collateral including: event website, TailMail e-newsletter (4) to 27,000, Animal Friends newsletter (1) to 12,000, event invitations (2,500), printed program (250) and onsite presentation*

Best Friend – \$2,500

- Table for eight (8) at event
- Recognition on event collateral including: event website, TailMail e-newsletter (4) to 27,000, event invitations (2,500), printed program (250) and onsite presentation*

Faithful Friend – \$1,000

- Seats for two (2) at event
- Recognition in the event program and onsite presentation*

***Name/logo inclusion subject to print deadlines –**

Invitations: 2/26/20

Program: 4/10/20





2020 Partnership Commitment Form

Partner Name _____
Please print name exactly as you wish to be listed on promotional materials

Contact Name _____

Contact Phone (_____) _____ Contact Email _____

Mailing Address _____

City _____ State _____ ZIP _____

I, _____ commit to a 2020 GMW _____ Sponsorship
Your Name Name of Sponsorship Level

in the amount of \$ _____ on behalf of _____
Sponsorship Amount Company/Organization

Authorized Signature _____ Date _____

Payment

☐ Check (Made payable to **East Bay SPCA**)

☐ Credit Card ☐ Visa ☐ AMEX ☐ Discover ☐ MasterCard

Card Number _____ Expiration Date _____

Name as it appears on card _____ Signature _____

Mail completed form to:

East Bay SPCA
2020 GMW Sponsorships
8323 Baldwin Street
Oakland, CA 94621

Or email to Kimberly Low, VP of Development at klow@eastbayspca.org. Inquiries please call (510) 746-5111.

The East Bay SPCA is a 501(c)(3) nonprofit organization. Federal Tax ID # 94-1322202.