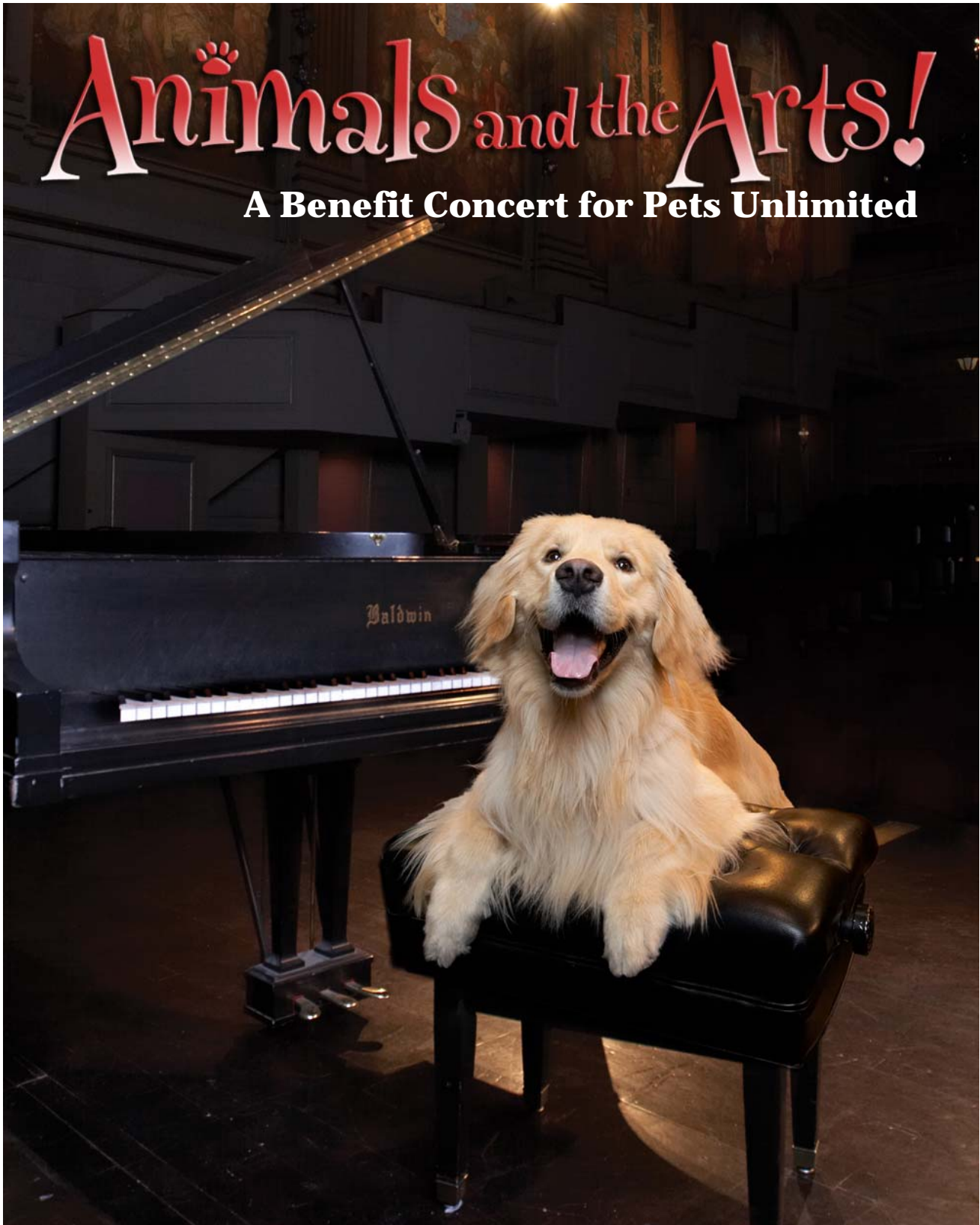


# Animals and the Arts!

A Benefit Concert for Pets Unlimited



**Sunday October 19, 2008**  
**Herbst Theatre & Green Room**  
401 Van Ness Avenue at McAllister Street



## **A Benefit Concert for Pets Unlimited**

**Our Story:** A local San Francisco resident took a stray dog to the city pound only to learn that the dog, and all the other animals there, would soon be euthanized if they were not adopted. Mrs. Carter Downing, along with Alice Coldwell, founded Pets Unlimited to provide a place for San Francisco's stray animals to stay indefinitely until they found their forever home. *This was in 1947.*

The founders of Pets Unlimited had the foresight to establish a nonprofit veterinary hospital to provide care for the shelter animals. Today the hospital has developed into a state-of-the-art veterinary center, serving the public with 24/7 emergency care, a holistic center, and the ability to rehabilitate the critical needs cats and dogs in the shelter.

**The Celebration:** We invite you to join us in celebrating Pets Unlimited's vision that every cat and dog deserves a chance to live a healthy and happy life in a loving home.

The Luncheon: A luncheon for 200 VIP guests will be held in the Veteran's Building Green Room prior to the concert. Attended by San Francisco community leaders and supporters of Pets Unlimited, and hosted by one of our exclusive sponsors.

The Concert: Inspired by the treatment and compassion he received while caring for his beloved dog in his final days, George Daugherty, world-renowned conductor, has assembled some of the finest musicians from San Francisco and around the world to present a musical concert including pet-inspired pieces.

The Reception: Following the performance, 350 guests will attend the VIP Reception in the Green Room with the musicians and performers. The winners of 10 raffle prizes will also be announced at this time.

**Your Invitation:** Please take a moment to review the available sponsorships opportunities – whether a Signature, Award or Program sponsor, you will receive exposure to a variety of patrons throughout San Francisco... all while knowing that your sponsorship will help support the city's premier charity organization for cats and dogs in need.





## A Benefit Concert for Pets Unlimited

### Sponsorship Opportunities

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#### Exclusivity:

Pets Unlimited is offering only 7 exclusive Animals and the Arts sponsorship opportunities for our corporate supporters. This defined exclusivity ensures that your company won't be lost in a long list of names or competing logos.

#### Community Leadership & Recognition:

**As a company that believes that every cat and dog deserves a chance to live a healthy and happy life in a loving home.**

#### Participation Benefits:

As a leading sponsor of the Animals and the Arts event, your company will be able to participate by:

- Addressing the Herbst Theatre audience of more than 900 patrons
- Presenting the Unlimited Love Award for Dog, Cat, or Pet Enthusiast
- Addressing our VIP Luncheon guests
- Addressing our VIP Reception guests
- Receiving up to 25 complimentary tickets to the event

#### Employee Benefits:

Share the joy of the Animals and the Arts event and Pets Unlimited:

- Ability to nominate an employee as a panel judge for your Unlimited Love Award
- Opportunity to have your employees nominate their pets, or a friend's, for the Dog, Cat and Pet Enthusiast 2008 Unlimited Love Awards
- Written copy for your internal corporate newsletter and website
- Special employee tour of the Pets Unlimited Adoption Center and Shelter

#### Marketing and Public Relations Visibility:

Our attached Animals and the Arts sponsorship grid details the benefits of supporting this Pets Unlimited event. Your company's logo may be featured in:

- A full-page ad in the San Francisco Chronicle
- A billboard seen by 600,000 Bay Area commuters
- All event-related television advertisement
- All event-related radio promotions
- All printed Animals and the Arts event materials sent to our 50,000 San Francisco-based clients and donors – garnering more than 200,000 impressions overall
- All Animals and the Arts promotional materials such as flyers, signage and more





## A Benefit Concert for Pets Unlimited

### Sponsorship Opportunities

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#### Signature Sponsor

**\$25,000**

#### Exclusive Opportunity

##### Exclusivity:

- Exclusive sponsorship recognition for the Animals and the Arts concert

##### Executive / Management Participation:

- Addressing the Herbst Theatre audience of more than 900 patrons
- 25 premium concert seat tickets
- 25 passes to the VIP Luncheon
- 25 passes to the VIP Reception

##### Employee Participation:

- Opportunity to have your employees nominate their pets, or a friend's, for the Dog, Cat and Pet Enthusiast 2008 Unlimited Love Awards
- Written copy for your internal corporate newsletter
- Written copy for your internal intranet and external website
- Special employee tour of the Pets Unlimited Adoption Center and Shelter

##### Marketing and Public Relations Visibility:

- Prominent placement in full-page ad in the San Francisco Chronicle
- A billboard seen by 600,000 Bay Area commuters
- All event-related television advertisements: 500,000 viewers
- All event-related radio promotions: 500,000 listeners
- Prominent mention in all media materials, including press releases, feature articles and press advisories, which may exist for the event

##### Event Support Recognition:

- On screen logo acknowledgment in the theater
- Prominent ad placement and sponsorship acknowledgement in the event program  
(*Full page, back cover, four-color*)
- All printed Animals and the Arts event materials sent to our 50,000 San Francisco-based clients and donors – garnering more than 200,000 impressions overall:
  - Save the Date cards
  - Invitations
  - Thank You devices
  - Pets Unlimited Newsletters
  - Pets Unlimited website





## A Benefit Concert for Pets Unlimited

### Sponsorship Opportunities

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<b>Award Sponsor</b>	<b>\$15,000</b>	<b>3 Unlimited Love Award Opportunities:</b> 2008 Drooling Dog Award 2008 Purring Cat Award 2008 Pet Enthusiast Award
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#### Exclusivity:

- Exclusive sponsorship rights for one of the annual Unlimited Love Award categories

#### Executive / Management Participation:

- Presentation of your sponsored award to the Herbst Theatre audience of more than 900 patrons
- 15 premium concert seat tickets
- 15 passes to VIP Luncheon
- 15 passes to the VIP Reception

#### Employee Participation:

- Opportunity to name one employee as a panel judge for the sponsored Unlimited Love Award
- Opportunity to have your employees nominate their pets, or a friend's, for the Dog, Cat and Pet Enthusiast 2008 Unlimited Love Awards
- Written copy for your internal corporate newsletter
- Written copy for your internal intranet and external website
- Special employee tour of the Pets Unlimited Adoption Center and Shelter

#### Marketing and Public Relations Visibility:

- Included in a full-page ad in the San Francisco Chronicle
- Recognition in all media materials, including press releases, feature articles and press advisories, which may exist for the event

#### Event Support Recognition:

- On screen logo acknowledgment in the theater
- Full-page ad placement and logo acknowledgement in the event program
- All printed Animals and the Arts event materials sent to our 50,000 San Francisco-based clients and donors – garnering more than 200,000 impressions overall:
  - Save the Date cards
  - Invitations
  - Thank You devices
  - Pets Unlimited Newsletters
  - Pets Unlimited website



# Animals and the Arts!

## A Benefit Concert for Pets Unlimited

### Sponsorship Opportunities

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#### **Program Sponsor**

**\$10,000**

#### **3 Program Opportunities:**

VIP Luncheon\*  
Concert  
VIP Reception\*

#### Exclusivity:

- Addressing your exclusive program audience
  - VIP Luncheon: 200 attendees
  - VIP Reception: 350 attendees

#### Executive / Management Participation:

- 10 premium concert seat tickets
- 10 passes to VIP Luncheon
- 10 passes to the VIP Reception

#### Employee Participation:

- Opportunity to have your employees nominate their pets, or a friend's, for the Dog, Cat and Pet Enthusiast 2008 Unlimited Love Awards
- Written copy for your internal corporate newsletter
- Written copy for your internal intranet and external website
- Special employee tour of the Pets Unlimited Adoption Center and Shelter

#### Marketing and Public Relations Visibility:

- Included in a full-page ad in the San Francisco Chronicle
- Recognition in all media materials, including press releases, feature articles and press advisories, which may exist for the event

#### Event Support Recognition:

- Full-page ad placement and logo acknowledgement in the event program
- All printed Animals and the Arts event materials sent to our 50,000 San Francisco-based clients and donors – garnering more than 200,000 impressions overall:
  - Save the Date cards
  - Invitations
  - Thank You devices
  - Pets Unlimited Newsletters
  - Pets Unlimited website

\*As well as in-kind catering of luncheon/reception hosting



# Animals and the Arts!

## A Benefit Concert for Pets Unlimited

### Animals and the Arts: 2008 – Corporate Sponsor Benefits Grid

Audience	Vehicle	Number of Impressions	\$25,000 Signature Sponsor	\$15,000 Award Sponsor	\$10,000 Program Sponsor
Concert Patrons	Full page in Program	1,000	■	■	■
Concert Patrons	Event Signage	1,000	■	■	■
Concert Patrons	Speaker - Concert	1,000	■	■	■
Luncheon Guests	Speaker - Luncheon	200			■
Reception Guests	Speaker - Reception	350			■
Pets Unlimited Mailing	Save the Date	50,000	■	■	■
Pets Unlimited Mailing	Invitation	50,000	■	■	■
Pets Unlimited Mailing	Thank You Device	50,000	■	■	■
Pets Unlimited Mailing	Newsletter	50,000	■	■	■
Pets Unlimited Mailing	Web Site Placement	2,500	■	■	■
SF Chronicle	Full Page Ad	365,000	■	■	■
Television	Program Sponsorship	500,000	■		
Local Radio	30-second Ad	500,000	■		
SF Commuters	Outside Billboard	600,000	■		





**A Benefit Concert for Pets Unlimited**

**Animals and the Arts 2008 Sponsorship Confirmation**

Please complete the following form to confirm your participation in Animals and the Arts by June 30, 2008 and return to: Pets Unlimited, Attn: Animals and the Arts, 2343 Fillmore Street, San Francisco, CA 94115 – or – fax to (415) 563-8569

Yes, I/We would like to be a 2008 sponsor of Animals and the Arts.

No, I/We cannot be a sponsor this year but would like to make a donation. \$ \_\_\_\_\_

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**Sponsorship Level**

Signature ..... \$25,000

Award ..... \$15,000

- Unlimited Love Award: Dog
- Unlimited Love Award: Cat
- Unlimited Love Award: Pet Person

Program ..... \$10,000 + in-kind luncheon/reception hosting

- VIP Luncheon
- Concert
- VIP Reception

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**Contact Information**

Please list your company / name as you would like it to appear in promotional material.

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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**Payment Method\***

Check (Payable: Pets Unlimited)      VISA      MasterCard      AMEX

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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*\*Proceeds from the event directly support the charitable funds at Pets Unlimited. All contributions for the event over \$50 per person are tax deductible to the extent allowed by the law. Tax ID number: 94-1358298.*

