



Event Host: Power Paws Assistance Dogs, Inc.

Event Date: January 30, 2010

Dear Power Paws Supporter:

We invite you to participate in the **6th Annual Walk 'n Roll Dog Walk and Silent Auction, Saturday, January 30, 2010 at Tempe Town Lake!** This is a 5k walk and wheelchair roll around the lake. We expect 2000+ participants. Friendly dogs are welcome to join in the fun!

Power Paws Assistance Dogs, Inc. is a non-profit organization, located in Scottsdale, Arizona. Our mission is to provide highly skilled assistance dogs to adults and children with disabilities, to provide education and continuing support for working assistance dog teams, and to be a resource in the community for people with disabilities.

Power Paws Assistance Dogs is able to meet this need through the use of highly skilled assistance dogs. We raise and train Golden Retrievers and Labrador Retrievers in 90 commands to work with people with disabilities.

The approximate cost and value of an assistance dog when fully trained is \$20,000, but with the help of donations we are able to place dogs for a minimal \$5,000 fee.

Our specialized programs include:

Service Dogs ~ These dogs are skilled to do many tasks which include: turning light switches on and off, opening and closing doors, retrieving dropped items, and above all, providing love and companionship.

Home Helpmates ~ These skilled dogs provide the same help as service dogs but are used mainly for people who have in-home attendant care. These dogs do not have public access.

Psych/Social Dogs ~ These wonderful dogs have been trained to provide help with such disorders as fears, phobias, and Post Traumatic Stress Disorder. They have the same rights and privileges as service dogs.

Hearing Dogs ~ These dogs work with the deaf and hearing impaired to alert them to sounds they need to be aware of in their environment.

The **Walk 'n Roll Dog Walk and Silent Auction** is our largest fundraiser of the year. We would be most grateful to you for contribution on any level—be it event sponsorship, monetary donation, silent auction item(s), and/or promotional products.

- **Event Sponsorships and Monetary Donations** ~
 - Sponsorship tiers range from \$500 to \$10,000. Please see attached sheet with full descriptions of benefits and marketing exposure opportunities!
 - If unable to participate as an event sponsor, we welcome monetary donations in any amount to assist us with on-going expenses with puppy raising, care and training of assistance dogs.
- **Silent Auction** ~
 - Donate an item you/your company produces/sells
 - Provide a gift certificate towards products/services
 - Purchase an item to donate for the auctionPlease include a business card, brochure or menu with your item to advertise your business to the recipient. Item(s) will be picked up by Power Paws at your earliest convenience.

Power Paws Assistance Dogs, Inc.

P.O. Box 1163, Scottsdale, AZ 85252 • Tel 480-945-0754 • Fax 480-945-0525

www.azpowerpaws.org • EIN # 86-1035607



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- **Additional opportunities** include providing donations of promotional items for event goodie bags, grab bags and vendor space. Please email servicedoginfo@azpowerpaws.org or call 480-945-0754 for more information on **Power Paws**, Walk vendor space and Walk registration.

Whether you choose to be a sponsor, vendor, silent auction supporter, and/or walker-pledge participant, your participation on any level will help us meet our goals and succeed in our mission! Please take a moment to review the event details on our website. Complete the forms and/or applications for registration in your selected area(s) of interest.

As we are sure you understand, it takes a great deal of planning and coordination to put together an event like this. **We would very much appreciate if you would submit sponsorship and/or vendor applications by December 21, 2009.**

Thank you in advance for your support of **Power Paws Assistance Dogs, Empowering People for Independence!**

Best regards,

Cynthia Abels

Cynthia Abels
Executive Director



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ALPHA Sponsorship \$10,000 ~

Be an official co-sponsor of the 2009 Walk 'n Roll

- Headline sponsor billing with Power Paws in all written promotion
- Company logo with premium placement on T-shirts
- Complimentary Alpha exhibit space at the event (Booth space in the location of your choice)
- Your name & logo will appear in the program of events on the day of the walk
- Your name and logo will be listed on the Power Paws website
- A team of up to 50 people representing you may walk free of charge at the Doodle level

Top Dog Sponsorship \$5,000 ~

Be a key sponsor, enjoy major recognition

- Company logo on T-shirts
- Complimentary booth space in a premium area
- Your name & logo will appear in the program of events on the day of the walk
- Your name and logo will be listed on the Power Paws website
- A team of up to 10 people representing you may walk free of charge at the Retriever Level

Power Puppy Sponsorship \$2,500 ~

Special recognition and visibility for your generous contribution

- Company name on T-shirts
- Complimentary booth space in a premium area
- Your name & logo will appear in the program of events on the day of the walk
- Your name will be listed on the Power Paws website
- A team of up to 7 people representing you may walk free of charge at the Labrador level

Classic Canine Sponsorship \$1,000 ~

Extras included for your special help

- Company name on T-shirts
- Complimentary booth space in a superior area
- Your name will appear in the program of events on the day of the walk
- A team of up to 5 people representing you may walk free of charge at the General level

Best Friend Sponsorship \$500 ~

Join the fun and help provide assistance dogs to those in need

- Company name on T-shirts
- Complimentary booth space
- Your name will appear in the program of events on the day of the walk

Goods or Monetary Donation ~

Donate a prize or items used at the event, or cash donation in any amount!

Thanks so much for your support!



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Sponsor Registration

Please complete and return with payment. Submissions received by December 31, 2009 are guaranteed inclusion in all promotion. **Mail to: Power Paws Assistance Dogs, Inc., P.O. Box 1163, Scottsdale, AZ 85252**

Date _____

Company Name _____

(Please list EXACTLY as you want represented in all printing and promotion)

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsor Participation Level

A check is enclosed for the following amount:

ALPHA Sponsor ~ \$10,000

Top Dog Sponsor ~ \$5,000

Power Puppy Sponsor ~ \$2,500

Classic Canine Sponsor ~ \$1,000

Best Friend Sponsor ~ \$500

Other sponsorship opportunities

T-Shirts ~ (\$3,500)

Printing ~ (\$2,500)

Advertising ~ (\$1,500)

Parking/Traffic Control ~ (\$250)

STUFFERS! We will provide literature, samples, ads, etc for **500** "goodie bags"

Alpha, Top Dog, T-Shirt sponsors

Please email your logo in .eps format to servicedoginfo@azpowerpaws.org by December 31, 2009 to meet t-shirt screen print deadlines.

Donor Items for Silent Auction, Pledge Winners, Raffle Prizes and/or Refreshments

We will provide the following retail items/gift certificates, event/dining certificates, catering/refreshments or other donations listed below from our business for the event (please include retail or sales value). An email will be sent to confirm your donation.

Contributions

We are unable to participate as a sponsor or donor but a check is enclosed as our contribution to Power Paws Assistance Dogs, Inc. in the amount of \$_____. We understand that all proceeds are used exclusively toward general expenses for puppy raising, care needs and training of assistance dogs.



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Vendor Application

Apply for a 10'x10' booth space. Booth fees are due with completed application. Set up will be available from 4:00 PM to 7:00 PM on the 30th and the morning of the event from 7:30 AM to 8:30 AM. Overnight security will be provided. All booths **MUST** be set up and open by 8:30 AM the day of the event. Booth space assignment will be emailed ahead of time. **Complete the application below and return with payment by January 1, 2010.**

Mail to: Power Paws Assistance Dogs, Inc., P.O. Box 1163, Scottsdale, AZ 85252

Name of Applicant's Business: _____

Name of Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail: _____

Telephone: _____ Fax: _____

1. Description of all items and services you expect to sell or promote: _____

2. Description of any items you intend to give away (If item is a flier, please enclose a copy): _____

3. If you are planning to use a canopy it must be no larger than 10X10 and must be secured **without stakes**.

<input type="checkbox"/>	10X10 Booth Space (doesn't include canopy)	\$100*	X _____	Total \$ _____
<input type="checkbox"/>	Electrical Power	\$25	X _____	Total \$ _____
<input type="checkbox"/>	Parking Pass	\$20	X _____	Total \$ _____
I am enclosing a check for the total amount of:				\$ _____

*Non-profit organizations - \$75.00 per 10X10 booth space.

The vehicle pass only allows you to drive into the park to unload and load. You must move your vehicle to the designated parking lot by 8:30 am. We will have volunteers standing by to help unload and load.



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*** PLEASE BE SURE TO CHECK IN WITH THE POWER PAWS' VOLUNTEER AT VENDOR CHECK-IN, LOCATED IN PARKING LOT**

Will you be setting up the night before? Yes No

Please note: There will be no refunds after January 6, 2010. There will be no rain dates or refunds in the event of inclement weather or Acts of God. **All Vendors are responsible for obtaining a Seller's Permit from the City of Tempe; call 480-350-2955 for permit instructions.** All Vendors are responsible for bringing their own equipment, (tables, chairs, canopies, etc...) and operate at their own risk.

Signature

Date