



## **Leashes by the Lake Event**

**Saturday September 21, 2019**

### **Partnership Opportunities & Sponsorship Guide**

*Will you help sponsor Etobicoke Humane Society's largest event of the year?*

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## Partnership Opportunities

### Leashes By The Lake 2019

The 9th annual Leashes By The Lake event is coming up and it offers a variety of partnership opportunities to increase awareness of your business and make the event a huge success. All proceeds go towards supporting the Etobicoke Humane Society (EHS) -- covering everyday expenses for our shelter animals and operating costs. In 2018, EHS found forever homes for 301 cats and 89 dogs!

As we are preparing to welcome over 350 individuals along with their dogs and families to this event we are always grateful for the ongoing support EHS receives from this community. There is a strong community support for EHS and we want you to join the team!

Vendors and volunteers in and around the Etobicoke area have been attending and participating in this event for 9 years. This event attracts a mix of young families, couples, young professionals, and animal lovers of all ages. They are very passionate about their local community events and come out to support the local animals in need.

**Your support will help ensure a memorable experience for everyone involved, provide an inclusive community experience, and continue to sustain the daily operation of EHS as an animal shelter that has been serving the community since 1987.**

Custom sponsorship packages are welcomed and encouraged! These sponsorship benefits are just the tip of the iceberg. Let's work together to create a sponsorship package that best fits your business objectives.

### Background

Leashes By The Lake is a yearly event put on by the EHS. It started in 2012 and is delivered by volunteers in partnership with local vendors and organizations. The event promotes public awareness of EHS and the great work it does, and raises money for the shelter. Mimico BIA supports Leashes and works closely with EHS to promote the event across various publications and channels. The event will also be supported by volunteers and vendors who understand that when we all participate, we all support a great cause.

**Etobicoke Humane Society**

67 Six Point Road

Etobicoke ON, M8Z 2X8

[leashes@etobicokehumanesociety.com](mailto:leashes@etobicokehumanesociety.com)



## Date

**Saturday September 21, 2019.** During this exciting event, more than 350 attendees with their dogs and families, 40+ vendors, and 30+ EHS volunteers will attend.

## About the Etobicoke Humane Society

### Vision Statement

The Etobicoke Humane Society envisions a world where every cat and dog is valued and has a loving home.

### Mission Statement

The Etobicoke Humane Society's mission is to provide a safe, nurturing and loving environment for cats and dogs while finding them a forever home.

### More about the Etobicoke Humane Society

The Etobicoke Humane Society (EHS) began over 30 years ago as the Etobicoke Animal Welfare Society (EAWS) and subsequently became a registered charity, registered as the Etobicoke Humane Society. As a federally registered charity, EHS operates entirely from donations and their own fundraising efforts.

EHS is an independent shelter. Our operations are not administered by nor funded by the OSPCA, the Toronto Humane Society, the City of Toronto Animal Services nor any other organization. EHS operations are overseen by a volunteer board of directors. EHS has no paid employees. Everyone involved are volunteers; shelter volunteers, office volunteers and program coordinators.

We're proud of our dedicated volunteers and the community support we get which has been instrumental in paving the way toward making EHS successful in achieving its mission and goals.

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By hosting this event, we build awareness of the need for EHS in the community, the benefits of what EHS provides the community and contribute to the ongoing growth of volunteer participation for EHS.

## List of Event Activities

- 1.3KM Walk-A-Thon for eligible participants
- Games for all ages including a scavenger hunt
- 40+ Vendors
- BBQ
- Face painting
- Raffle prizes to be won

## How The Walk-A-Thon works

- To participate in the walk-a-thon, participants need to register prior to the event; the registration fee is \$25.
- Participants are encouraged to find donations and pledges which will all go towards the EHS shelter.
- Pledge forms will be available on the EHS website and at other events EHS participates in before Leashes (ex. Taste of the Kingsway).
- When attendees arrive at the event, they will hand in their pledge forms at the EHS registration table.
- A map of the walking route will be given out to attendees when they arrive.
- The walk will commence at 1PM and will be lead by a mascot.
- Depending on the level of sponsorship, sponsors will be entitled to a “Sniff Station”. “Sniff Stations” are dedicated spots along the walking route where walk-a-thon participants can learn more about the sponsor and receive swag items.
- At 2:30PM the grand prize winner will be announced by the EHS table. The grand prize winner is determined by whoever brings in the highest amount in pledges (\$1,000 minimum required)
- Grand prize = TBD

## How Your Sponsorship Will Help EHS

Your support will help ensure a memorable experience for everyone involved, provide an inclusive community experience, and continue to sustain the daily operation of EHS as an animal shelter that has been serving the community since 1987.

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Want your sponsorship to contribute to a specific cost? Let us know and we can allocate funds to the specific area of your choice (food, electricity, vet bills etc).

## Partnership Benefits

Customize your sponsorship package to meet your company's needs. Use this as a guideline as we work together to bring an exciting Leashes By The Lake event to support EHS and make a difference in the lives of all the animals under our care.

## Partnership Opportunities

### Presenting Sponsor \$3,000

Only one Presenting Sponsor spot is available.

- Name/logo recognition as EHS Presenting Sponsor in all promotional activities; Leashes by the Lake presented by...
- Name/logo on all swag
- Most prominent *Sniff Station* branded with your name/logo -- gives you visibility for the day and interactions with attendees
- Full-page ad in insert/program given out on the day of the event
- Logo and link on EHS website
- Partner recognition and promotion on social media platforms
- Primary logo recognition on signage at venue

### Gold Partner \$1,000

- Name/logo on all swag
- One *Sniff Station* branded with your name/logo -- gives you visibility for the day and interactions with attendees
- Featured logo in insert/program given out on the day of the event
- Logo and link on EHS website
- Partner recognition and promotion on social media platforms

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### **Silver Partner \$500**

- Name/logo on all swag
- Logo in insert/program given out on the day of the event
- Logo and link on EHS website

### **Bronze Partner \$250**

- Logo in insert/program given out on the day of the event
- Logo and link on EHS website

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## Partnership Benefits Summary

Benefits	Presenting Sponsor \$3,000	Gold Partner \$1,000	Silver Partner \$500	Bronze Partner \$250
Name/logo recognition as EHS Presenting Sponsor in all promotional activities	✓	✗	✗	✗
Name/logo on swag	✓	✓	✓	✗
Most prominent <i>Sniff Station</i> branded with your name/logo -- gives you visibility for the day and interactions with attendees	✓	✗	✗	✗
One <i>Sniff Station</i> branded with your name/logo -- gives you visibility for the day and interactions with attendees	✓	✓	✗	✗
Full-page ad in insert/program given out on the day of the event	✓	✗	✗	✗
Logo in insert/program given out on the day of the event	✓	✓	✓	✓
Logo and link on EHS website	✓	✓	✓	✓
Partner recognition and promotion on social media platforms	✓	✓	✗	✗
Primary logo recognition on signage at venue	✓	✗	✗	✗

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## Contact Us

If you have any questions about the sponsorship packages please don't hesitate to reach out to the Fundraising Team at EHS at [leashes@etobicokehumanesociety.com](mailto:leashes@etobicokehumanesociety.com)

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