



Animal
Welfare
League of
Arlington

Team Rescue Tails

awlateamrescuetails@gmail.com

Team Rescue Tails Sponsorship Information Packet

Team Rescue Tails is a fundraising and charity racing team whose proceeds benefit the Animal Welfare League of Arlington (“AWLA”). AWLA’s mission is to improve the lives of animals and create a world where all companion animals can find permanent, loving homes.

Team Rescue Tails athletes are runners, triathletes, and cyclists who race in events throughout the Washington, D.C. metropolitan area and across the country to raise money to support AWLA’s mission.

Businesses who sponsor Team Rescue Tails will have a tremendous opportunity to reach thousands of enthusiastic athletes and their supporters.

Please see the following pages for sponsorship levels and benefits...



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Thank you for your interest in sponsoring the AWLA Team Rescue Tails. We are looking for financial and product sponsors to support the Team to help achieve AWLA's mission of improving the lives of companion animals and finding them loving, permanent homes. As a sponsor, your company will have the opportunity to:

- ◆ Reach tens of thousands of athletes, their friends and families, and race supporters in the Washington, D.C. metropolitan area, in addition to audiences at races across the country where member athletes compete.
- ◆ Receive high community visibility at all events where Team Rescue Tails members compete
- ◆ Showcase your company's products/services
- ◆ Take advantage of cross-promotional opportunities through the Team's and AWLA's social media platforms
- ◆ Have your company name/logo listed on the Team t-shirts and/or promotional materials
- ◆ Have a significant role in improving the lives of animals.

The Animal Welfare League of Arlington is an established 501(c)(3) non-profit charitable organization and all donations/sponsorships are tax-deductible. To become a sponsor, please complete the AWLA Team Rescue Tails Sponsorship Agreement.



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Sponsorship Levels & Benefits

◆ **Top Dog**

(one available)

*\$8,000 and up**



** Includes value of cash donation and equivalent value of donated goods (products, gift certificates)*

- ◆ Name/logo will receive most prominent display on Team Rescue Tails t-shirts, gear, and apparel
- ◆ Listed as Top Dog sponsor on all promotional material & communications for the Race Team
- ◆ Name/logo on AWLA and Team Rescue Tails websites, social media sites, and newsletters
- ◆ Monthly company shout-outs during the duration of the sponsorship (starting in the month after receipt of signed sponsorship agreement) via Twitter and/or Facebook
- ◆ Opportunity to include promotional material in Team Rescue Tails athlete Welcome Packets
- ◆ Two (2) tickets to AWLA's annual Golden Paw Gala (for year in which the sponsorship is effective) & name/logo display on Gala materials
- ◆ Two participant entries to athletic race event of choice (up to \$150 value)

NOTE: sponsorships will continue through December 31st of the calendar year in which the Sponsorship Agreement is signed.



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Sponsorship Levels & Benefits

◆ *Cat's Meow*

*\$5,000 and up**



- ◆ Name/logo will be displayed on Team Rescue Tails t-shirts, gear, and apparel
- ◆ Listed as Cat's Meow sponsor on all promotional material & communications for Team Rescue Tails
- ◆ Name/logo on AWLA and Team Rescue Tails websites, social media sites, and newsletters
- ◆ Six (6) company shout-outs during the duration of the sponsorship via Twitter and/or Facebook
- ◆ Opportunity to include promotional material in Team Rescue Tails athlete Welcome Packets
- ◆ Two participant entries to athletic race event of choice (up to \$150 value)

** Includes value of cash donation and equivalent value of donated goods (products, gift certificates)*

NOTE: sponsorships will continue through December 31st of the calendar year in which the Sponsorship Agreement is signed.



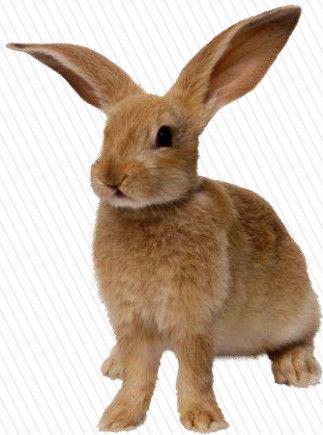
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Sponsorship Levels & Benefits

◆ ***Lucky Rabbit***

*\$2,000 and up**



- ◆ Name/logo will be displayed on Team Rescue Tails t-shirts, gear, and apparel
- ◆ Listed as Lucky Rabbit sponsor on all promotional material & communications for the Team
- ◆ Name/logo on AWLA and Team Rescue Tails websites, social media sites, and newsletters
- ◆ Four (4) company shout-outs during the duration of the sponsorship via Twitter and/or Facebook
- ◆ Opportunity to include promotional material in Team Rescue Tails athlete Welcome Packets
- ◆ One participant entries to athletic race event of choice (up to \$50)

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Sponsorship Levels & Benefits

◆ **Free Bird**

*\$500 and up**



- ◆ Name/logo will be displayed on Team Rescue Tails t-shirts, gear, and apparel
- ◆ Listed as Free Bird sponsor on all promotional material & communications for the Team
- ◆ Name/logo on Team Rescue Tails websites, social media sites, and newsletters
- ◆ Two (2) company shout-outs during the duration of the sponsorship via Twitter and/or Facebook
- ◆ Opportunity to include promotional material in Team Rescue Tails athlete Welcome Packets

** Includes value of cash donation and equivalent value of donated goods (products, gift certificates)*

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Sponsorship Levels & Benefits

◆ ***Happy Hamster***

*\$100 and up**



- ◆ Listed as Happy Hamster sponsor on all promotional material & communications for the Team Rescue Tails
- ◆ Name/logo on Team Rescue Tails websites, social media sites, and newsletters
- ◆ One (1) company shout-out during the duration of the sponsorship via Twitter and/or Facebook
- ◆ Opportunity to include promotional material in Team Rescue Tails athlete Welcome Packets

** Includes value of cash donation and equivalent value of donated goods (products, gift certificates)*

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