

**7<sup>TH</sup> ANNUAL**

LUCKY DOG ANIMAL RESCUE

**CASINO**

N • I • G • H • T



*Let's Get Lucky*

**12 OCT 2019 • 7-11PM**

CLARENDON BALLROOM  
ARLINGTON • VIRGINIA

**SPONSORSHIP PACKAGE**



[www.luckydoganimalrescue.org](http://www.luckydoganimalrescue.org)



## Event Details

Saturday, October 12, 2019

7:00 - 11:00 PM

**Clarendon Ballroom**

**3185 Wilson Blvd.**

**Arlington, VA 22201**

### What's Included:

- **Casino Gaming**
- **Open Bar**
- **Live Music**
- **Delicious Food**
- **Silent Auction**
- **Awards**
- **Poker Tournament**

## LUCKY DOG ANIMAL RESCUE'S SEVENTH ANNUAL "LET'S GET LUCKY" CASINO NIGHT

Your sponsorship of Lucky Dog Animal Rescue's Seventh Annual "Let's Get Lucky" Casino Night makes our life-saving work possible. Enables us to save almost two thousand dogs and cats every year, bringing joy to thousands of families looking for their new best friend. By sponsoring Casino Night, you not only make an incredible impact – you gain great exposure in the Metro Washington DC area!

Your support of Casino Night will be well promoted. Each sponsorship package brings a different level of exposure, including promotion on various social media channels including Facebook, Twitter, Instagram, and LinkedIn, as well as press releases, event signage, registration and website pages, and multiple email blasts to our list of over 22,000 supporters in the Metro DC area!

By sponsoring Casino Night largest annual event, you will not only make this an evening to remember, you will also provide critical funding we need to help even more animals AND you will get noticed for your contributions.

## CELEBRATING 10 YEARS - LUCKY DOG ANIMAL RESCUE

Lucky Dog Animal Rescue is a volunteer-powered, foster-based nonprofit dedicated to rescuing homeless, neglected, and abandoned animals and finding them loving forever homes. The number of animals we save is directly dependent on the amount of money we raise and the number of volunteers we have. **Your Casino Night Sponsorship will help ensure countless animals are able to "Get Lucky."**

Because we have no facility of our own, we rely on our network of volunteer foster homes to give our dogs and cats a place to stay while they wait for adoption. We also educate the community and all pet parents on responsible pet parenting, including the importance of spay/neuter, obedience training, and good nutrition. Since our founding in 2009, Lucky Dog has rescued over 14,000 cats and dogs.

To learn more, please visit our website at [www.luckydoganimalrescue.org](http://www.luckydoganimalrescue.org)

# SPONSORSHIP OPPORTUNITIES

A unique opportunity to entertain guests and test your luck!

## Platinum Presenting Sponsor – \$10,000 – EXCLUSIVE



- Name in title of the event – Lucky Dog Animal Rescue’s 6<sup>th</sup> Annual Casino Night Presented by YOUR COMPANY/NAME
- Eight tickets to the event with an additional \$1,000 Lucky Bucks per guest
- Logo placement on step and repeat
- Acknowledgement during the evening program
- Opportunity for company representative to speak during the event
- Logo/name on event signage
- Full-page ad inside front or back cover of program booklet
- Recognition in AV program
- Logo/name placement on event promotional materials (homepage-website placement, press releases, newsletters, and e-mail blasts)
- Multiple mentions on Lucky Dog social media outlets - Twitter, Facebook, and Instagram
- Promotional materials displayed at the event

## The Great Dane – \$5,000

- Six tickets to the event with an additional \$1,000 Lucky Bucks per guest
- Acknowledgement during the evening program
- Logo/name on event signage
- Recognition in AV program
- Full-page ad in program booklet
- Logo/name placement on event promotional materials (website, press releases, newsletters, and e-mail blasts)
- Multiple mentions on Lucky Dog social media outlets - Twitter, Facebook, and Instagram
- Promotional materials displayed at the event

## The Labrador – \$2,500

- Four tickets to the event with an additional \$1,000 Lucky Bucks per guest
- Logo/name on event signage
- Recognition in AV program
- Half-page ad in the program booklet
- Logo/name on event promotional materials (website, newsletters, and e-mail blasts)
- One mention on each of Lucky Dog’s social media outlets - Twitter, Facebook, and Instagram

# SPONSORSHIP OPPORTUNITIES

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## The Beagle – \$1,250

- Two tickets to the event
- Half-page ad in program booklet
- Logo/name on event signage

## The Chihuahua – \$500

- One general-admission ticket to the event
- Recognition in AV program
- Name/logo listed in the program booklet

## Individual Sponsorship – \$250

- One ticket to the event
- Name listed in the program booklet

## All Sponsors are members of the "Fat Cat's VIP Club"

Members of the "Fat Cat's VIP Club" will enjoy a rooftop sunset reception atop the Clarendon Ballroom with the guest of honor.



**FAT CAT**  
VIP CLUB





## SPECIAL EVENT SPONSORSHIPS

Get Recognition by Being a Special Event Sponsor

### Entertainment Sponsor – \$3,500 – EXCLUSIVE - SOLD OUT!

(This sponsor is key to our Casino Night success by underwriting the cost of our entertainment expenses.)

- Exclusive sponsorship
- Four tickets to the event
- Recognition in live program and AV program
- Logo/name on event promotional materials (website, press releases, newsletters, and e-mail blasts)
- Full-page ad in the program booklet
- Logo/name listed in the program booklet
- Logo/name on event signage
- Lucky Dog social media outlets - Promotional materials displayed at the event
- Promotional materials placed in gift bags

### Volunteer Sponsor – \$3,500 – EXCLUSIVE

Exclusive sponsorship - Four tickets to the event - Recognition in live program and AV

- program - Logo/name on event promotional materials (website, press releases, newsletters, and e-mail blasts) - Full-page ad in the program booklet
- Logo/name listed in the program booklet - Logo/name on event signage
- Lucky Dog social media outlets - Promotional materials displayed at the event

### Gift Bag Sponsor – \$3,500 – EXCLUSIVE - SOLD OUT!

- Exclusive sponsorship - Four tickets to the event - Recognition in live program and AV
- program - Logo/name on event promotional materials (website, press releases, newsletters, and e-mail blasts) - Full-page ad in the program booklet
- Logo/name listed in the program booklet - Logo/name on event signage
- Lucky Dog social media outlets - Promotional materials displayed at the event

### Poker Tournament Sponsor – \$3,500 - EXCLUSIVE -SOLD OUT!

- Exclusive sponsorship
- Two tickets to the event
- Two seats at the poker tournament
- Recognition in live program and AV program
- Logo/name on event promotional materials (website, press releases, newsletters, and e-mail blasts)
- Full-page ad in the program booklet
- Logo/name listed in the program booklet
- Logo/name on event signage
- Lucky Dog social media outlets - Promotional materials displayed at the event
- Promotional materials displayed at the event

Don't see sponsor benefits that are right for you? We are happy to work with you to create a sponsorship package that meets your needs. Please contact Development Officer, Stephany Smith ([StephanyS@LuckyDogAnimalRescue.org](mailto:StephanyS@LuckyDogAnimalRescue.org)), with any questions.

### PROGRAM ADVERTISING

#### Full-Page Ad Specs:

- Trim size: 8.5 x 5.5"
- Bleed size: 8.75 x 5.75"
- Live area: 8.25 x 5.25"
- **Cost:** \$1,750

#### Half-Page Ad Specs:

- Trim size: 4.25 x 5.5"
- Bleed size: 4.5 x 5.75"
- Live area: 4 x 5.25"
- **Cost:** \$1,250

### POKER TOURNAMENT BUY-IN

Add a poker tournament buy-in for \$150



# YES! LET'S GET LUCKY

Count me in as a Lucky Dog Sponsor

Celebrating 10 years of Lucky Dog Animal Rescue!

## Sponsorship Agreement, Payment, and Logo Due August 26, 2019

SPONSOR LEVELS	TICKETS	DONATION	TOTAL
<b>Presenting Sponsor EXCLUSIVE</b>	<b>8</b>	<b>\$10,000</b>	<b>\$</b>
<b>The Great Dane</b>	<b>6</b>	<b>\$5,000</b>	<b>\$</b>
<b>The Labrador</b>	<b>4</b>	<b>\$2,500</b>	<b>\$</b>
<b>The Beagle</b>	<b>2</b>	<b>\$1,250</b>	<b>\$</b>
<b>The Chihuahua</b>	<b>1</b>	<b>\$500</b>	<b>\$</b>
<b>Individual Sponsorship</b>	<b>1</b>	<b>\$250</b>	<b>\$</b>
<b>Gift Bag Sponsor EXCLUSIVE</b>	<b>4</b>	<b>\$3,500</b>	<b>\$</b>
<b>Poker Tourney Sponsor EXCLUSIVE</b>	<b>2+2</b>	<b>\$3,500</b>	<b>\$</b>
<b>Volunteer Sponsor EXCLUSIVE</b>	<b>4</b>	<b>\$3,500</b>	<b>\$</b>
<b>Poker Tournament Buy-in Per Person</b>		<b>\$150</b>	<b>\$</b>
<b>Add'l Tickets: Indv \$125   Indv w/Fat Cat VIP: \$200</b>		<b>\$125   \$200</b>	
<b>Program Ad Space</b>	<b>Choose One:</b>		<b>\$</b>
	_____ Full page: \$1,750 _____ Half page: \$1,250		
	<b>\$125 =</b>		
	_____ x	<b>TOTAL</b>	<b>\$</b>

\*For signage to be completed on time, sponsor agreement and company logo must be received by August 20, 2019.

**Sponsor's Name** \_\_\_\_\_

**Sponsor's Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Sponsor's Phone** \_\_\_\_\_ **Sponsor's URL** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Contact Email** \_\_\_\_\_

For any questions or to reserve your sponsorship, please email this form to Development Officer, Stephany Smith, at [StephanyS@luckydoganimalrescue.org](mailto:StephanyS@luckydoganimalrescue.org) or mail with your check, payable to Lucky Dog Animal Rescue (Tax ID: 30-0559037), to Lucky Dog Animal Rescue, c/o Stephany Smith, 5159 Lee Hwy, Arlington, VA 22207



# SPONSORSHIP BENEFITS

	TICKETS	SIGNAGE	LIVE RECOG	AV RECOG	SPEAKING RIGHTS	BOOKLET AD	ONLINE PROMO	SOCIAL MEDIA	MATERIALS AT EVENT
<b>Presenting Sponsor \$10,000</b>	8	STEP & REPEAT	X	X	X	FULL INSIDE COVER	X	X	X
<b>Great Dane \$5,000</b>	6	X	X	X		FULL PAGE	X	X	X
<b>Labrador \$2,500</b>	4	X		X		½ PAGE	X	ONE TIME	
<b>Beagle \$1,250</b>	2	X		X		½ PAGE			
<b>Chihuahua \$500</b>	1			X		LOGO/NAME			
<b>Individual \$250</b>	1					NAME			
<b>Entertainment-Exclusive \$3,500</b>	4	X	X	X		FULL PAGE	X	X	X
<b>Volunteer - Exclusive \$3,500</b>	4	X	X	X		FULL PAGE	X	X	X
<b>Poker Tournament - Exclusive \$3,500</b>	2+2 Seats at poker tournament	X	X	X		FULL PAGE	X	X	X
<b>INDIVIDUAL TICKET \$125 VIP Ticket \$200</b>	1								

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Members of the "Fat Cat's VIP Club" will enjoy a rooftop sunset reception atop the Clarendon Ballroom with the guest of honor.

