



Sponsor the Humane Society of Knox County Animal Shelter and Drive up Sales!

Dear Potential Sponsor,

Good marketing professionals know catching their audience at the right time and the right place is essential. When dollars are stretched thin traditional advertising can be too expensive. Prices in local publications are as high as \$4,000 for a year of advertising! What if there was an alternative? What if you could support a cause *you and your customers* care about? Have you heard the latest buzz about Cause Marketing and what it can do for your business?

The Humane Society of Knox County would like to offer you a chance to advertise your organization and reap the benefits of Cause Marketing. Cause-related marketing is a powerful marketing tool that business and nonprofit organizations are increasingly leveraging. According to a recent study, 89% of Americans would switch from one brand to another if the latter brand was associated with a "good cause".* Many successful companies have developed mantras of "doing well by doing good," and have found success by becoming a community partner.

For as little as \$275, for an entire year, your logo can be featured on the "HSKC Volunteer Mobile." Your logo will be seen all over Knox county and Maine giving your business great exposure. Prospective customers will know you really care about local animals! Please review the enclosed list of packages to find the one that's right for you.

The Humane Society of Knox County is devoted to caring for unwanted and homeless animals while participating in activities advocating responsible pet ownership and the prevention of abuse and cruelty. We serve more than 20 towns and care for hundreds of dogs and cats each year. None of this would be possible without our valuable community partners. Thank you for your consideration. I will call you in a week to see if you have any questions about this great opportunity!

Joan Vargas
Volunteer Coordinator
207-975-5084
orangehondasadow@yahoo.com

* Cone Millennial Cause Study- <http://www.coneinc.com/>

Friends of HSKC Sponsorship Advertising Packages

Top Dog, \$525– Become a Top Dog Community Partner and your business will stand out from the pack!

What you get:

- Your logo on each side of the “HSKC Volunteer Mobile”
- Logo is full color and the largest size offered (7 X 4 inches)
- 1 Full year of advertising
- These are exclusive spots so there are only three available!
- Logo also included on the “ HSKC Volunteer Mobile” webpage
- The cars adventures will be Face Booked and your business will be featured!
- An article will be featured in VolunteerFare about the car, which has 3,500 subscribers!
- The “HSKC Volunteer Mobile” will travel to many events and parades in the area for maximum visibility of your logo.

Cat’s Meow, \$375- This package will get the “fur a flying” at your business!

What you get:

- Your logo on each side of the “HSKC Volunteer Mobile”
- Logo size is 6 X 3 inches and is full color
- 1 Full year of advertising
- Just 2 premier spots available!
- Logo also included on the “ HSKC Volunteer Mobile” webpage
- The cars adventures will be Face Booked and your business will be featured!
- An article will be featured in VolunteerFare about the car, which has 3,500 subscribers!
- The “HSKC Volunteer Mobile” will travel to many events and parades in the area for maximum visibility of your logo.

Paw Print, \$275- Become a Paw Print Partner and watch the business track in!

What you get:

- Your logo one side of the “HSCK Volunteer Mobile”
- Logo size is 6 X 3 inches and is full color
- 1 Full year of advertising
- Photo of the “HSKC Volunteer Mobile” with your logo featured on our website
- The cars adventures will be Face Booked!
- An article will be featured in VolunteerFare about the car, which has 3,500 subscribers!
- The “HSKC Volunteer Mobile” will travel to many events and parades in the area for maximum visibility of your logo.

Name: _____

Organization/Business: _____

Email: _____

Phone: _____

Sponsorship Package: Top Dog ___ Cat’s Meow ___ Paw Prints ___

Total Donation: _____

Please email your print ready artwork to orangehondashadow@yahoo.com in PDF or JPG format.