

Fall 2024
Event Revenue Event Scope

Event Type	Fundraising Fair
Event Name:	Pet Care Fundraising Fair
Event Non-Profit Client	ASPCA (American Society for the Prevention of Cruelty to Animals)
Mission	To raise funds and collect supplies for animals in need, promoting adoption and improving the lives of stray and sheltered pets.
Financial Goal	Raise \$10,000 in donations and collect at least 500 pounds of pet supplies (food, toys, bedding, etc.).
Goals	<ul style="list-style-type: none">• Engage the local community in supporting animal welfare.• Promote pet adoption from shelters.• Raise awareness about the importance of pet care and responsibility.• Collect monetary donations and essential supplies for animal shelters.
Event Description/Overview	The Pet Care Fundraising Fair is a one-day community event that aims to raise funds and gather supplies for local animal shelters. The fair will feature an adoption drive, pet-related activities such as a pet photo booth, agility course demonstrations, and vendor stalls selling pet supplies. Participants can contribute through donations, purchasing from vendors, or signing up for adoption.
Attendee Demo	Local families, pet owners, animal lovers, and shelter advocates.
Date	Fall 2024 (exact date TBD)

Proposes Event Outline	<ul style="list-style-type: none"> • Adoption Drive: Partner with local shelters to bring adoptable pets to the event. • Donation Booths: Set up stations where attendees can donate food, toys, bedding, or funds. • Pet Activities: Include fun events such as a pet talent show, pet photo booth, and agility demonstrations. • Vendor Participation: Invite pet-related businesses to sell their products, with a portion of proceeds going to the cause.
Location	Local Park or community center
Potential Revenue Sources	<ul style="list-style-type: none"> • Vendor fees • Sponsorships from local businesses • Donations from attendees • Proceeds from pet activities (photo booth, talent show entry fees) • Percentage of sales from vendors
Potential Partners	<ul style="list-style-type: none"> • Local animal shelters • Pet supply stores • Veterinarians and pet care providers • Media partners for promotion
Misc.	Volunteers will be needed for event setup, managing donation booths, and coordinating activities.

Activities

1. Pet Costume Contest

- **Activity:** Organize a costume contest where pet owners dress up their pets in fun and creative outfits.
- **Entry Fee:** Charge a small fee to enter, with prizes for categories like "Most Creative," "Funniest," and "Best Owner-Pet Duo."
- **Prize:** Sponsored pet care products or gift baskets.

2. Pet Photo Booth

- **Activity:** Set up a themed photo booth where pet owners can take professional photos with their pets.
- **Fee:** Charge a small fee per photo or sell printed copies, with proceeds going to the cause.
- **Creative Twist:** Offer fun props like sunglasses, hats, and signs with cute sayings for pets to pose with.

3. Paw Print Art Station

- **Activity:** Let pets create their own "art" by dipping their paws in non-toxic, pet-safe paint and making prints on paper or canvas.
- **Fee:** Charge for each print, or auction off canvases at the end of the event.
- **Bonus:** Frame the artwork as a keepsake.

4. Pet Agility Course

- **Activity:** Set up a mini agility course with jumps, tunnels, and weave poles for dogs to run through.
- **Competition:** Organize a timed competition or just let pets enjoy it for fun.
- **Prize:** Offer medals or ribbons for the fastest or most skillful pets.

5. Adopt-a-Stuffed Animal

- **Activity:** For those who can't adopt a real pet, offer stuffed animals for "adoption," complete with a certificate and a small donation going towards real pet care.
- **Creative Twist:** Have kids pick out their "adopted" animal and personalize it with accessories.

6. DIY Pet Treat Station

- **Activity:** Set up a station where attendees can make healthy, homemade pet treats using ingredients provided at the booth.
- **Fee:** Charge for a kit to make treats, with instructions on how to recreate them at home.
- **Bonus:** Include recipe cards with every purchase.

7. Pet Talent Show

- **Activity:** Host a talent show where pets showcase their unique tricks or talents (e.g., fetching, dancing, or jumping).
- **Entry Fee:** Charge an entry fee, and offer prizes for categories like "Best Trick" or "Most Talented."
- **Judging:** Have local celebrities or influencers serve as judges.

8. Pet Parade

- **Activity:** Organize a pet parade where owners can walk their pets around the event, showcasing them in their best outfits or performing tricks.
- **Donation Idea:** Participants can pledge a small amount for every lap they complete around the park.

9. Dog Wash Fundraiser

- **Activity:** Set up a dog wash station where volunteers offer dog baths for a donation.
- **Creative Twist:** Offer premium services like nail clipping or grooming as an added bonus.

10. Silent Auction of Pet-Themed Items

- **Activity:** Collect donations from local pet businesses (e.g., grooming services, pet toys, or pet food suppliers) and host a silent auction.
- **Creative Twist:** Include exclusive, custom-made pet accessories or art pieces in the auction.

11. Pet-Owner Yoga (Doga)

- **Activity:** Host a yoga session for pets and their owners, known as "Doga," where participants stretch, relax, and bond with their pets.
- **Entry Fee:** Charge a participation fee, with all proceeds going to the fundraising effort.

12. Pet Portrait Artist Booth

- **Activity:** Hire a local artist to draw or paint portraits of attendees' pets.

- **Fee:** Charge for each portrait, with a portion of the proceeds going to support the fundraising efforts.

13. Pet-Themed Raffle

- **Activity:** Sell raffle tickets for a chance to win pet care products, grooming services, or even a year's supply of pet food.
- **Prizes:** Partner with local pet stores or brands to sponsor the raffle.

14. Pet-Themed Face Painting

- **Activity:** Offer face painting for kids with fun animal designs like paw prints, cat whiskers, or dog ears.
- **Fee:** Charge for face painting, with proceeds going toward the fundraiser.

15. Adoption Matching Station

- **Activity:** Set up a booth where volunteers help match attendees with adoptable pets based on their lifestyle and preferences.
- **Impact:** Encourage pet adoptions and provide attendees with the information they need to take the next step.

Marketing Matching

1. Event Branding & Messaging

- **Tagline:** "Join Us to Help Our Furry Friends – Support Pet Welfare with ASPCA!"
- **Mission Alignment:** Emphasize the shared mission of improving animal welfare, preventing cruelty, and promoting adoption. Highlight how the funds and supplies raised will support ASPCA's ongoing efforts to rescue, rehabilitate, and rehome pets.
- **Branding:** Use ASPCA's recognizable orange and black color scheme and logo throughout the marketing materials (posters, flyers, social media posts) to create visual alignment with their brand. Ensure all messaging conveys empathy, care, and responsibility for animal welfare.

2. Social Media Campaigns

- **Collaborative Content:** Partner with ASPCA to co-create social media posts featuring event highlights, educational content about pet care, and adoption success stories.
- **Hashtags:** Use a combination of ASPCA's official hashtags (#ASPCA, #AdoptDontShop) and event-specific hashtags (#PetCareFair2024, #SupportAnimalWelfare) to increase reach and engagement.
- **Influencer Involvement:** Collaborate with pet influencers or local celebrities who have a connection with ASPCA to promote the event. Feature them as event ambassadors to drive more attention.

3. Email Campaign

- **ASPCA Newsletter:** Leverage ASPCA's email subscriber list to send out event announcements, updates, and registration details. Feature a section in their regular newsletters to promote the event.
- **Exclusive Content:** Offer special content (e.g., pet care tips, behind-the-scenes shelter tours) to those who subscribe to updates about the fair.

4. Cross-Promotion with ASPCA Programs

- **Adoption Drive Promotion:** Promote the adoption drive as a key feature of the event, showcasing pets available for adoption from ASPCA's partner shelters. Use ASPCA's existing adoption network and platforms to spread the word.
- **ASPCA Mobile App:** If available, feature the event in the ASPCA app to reach tech-savvy audiences. Include an option to donate or register through the app.

5. Local Media & PR

- **ASPCA Press Release:** Collaborate with ASPCA's PR team to draft a joint press release about the event, focusing on the impact it will have on local animal welfare and how attendees can make a difference.
- **Local TV and Radio Spots:** Leverage ASPCA's reputation to get local media coverage. Offer interviews with ASPCA representatives to talk about the event, the importance of animal welfare, and the broader mission of the organization.

6. Event Sponsorship & Merchandising

- **ASPCA Co-Branded Merchandise:** Sell co-branded merchandise (e.g., t-shirts, tote bags) at the event and online, with proceeds going toward ASPCA's programs. Include the ASPCA logo on all event-related products.
- **Sponsor Activation:** Work with ASPCA to secure local and national sponsors (pet supply companies, grooming services, veterinary clinics) who align with the cause. Offer them branding opportunities in exchange for donations or event sponsorships.

7. Partnership with ASPCA Ambassadors

- **Pet Celebrity Appearances:** Engage ASPCA celebrity ambassadors (actors, influencers, or famous pets) to attend or promote the event through their platforms, boosting visibility and credibility.
- **Ambassador Videos:** Feature short videos from ASPCA ambassadors explaining why they support the event and encouraging followers to donate or attend.

8. Corporate Partnerships

- **ASPCA Corporate Partners:** Tap into ASPCA's network of corporate partners (such as Subaru and Chewy) to provide sponsorship, donations, or product giveaways at the fair. Collaborate on cross-promotional opportunities, like product discounts for event attendees.

9. Storytelling with ASPCA Success Stories

- **Highlight Rescues:** Use ASPCA's archive of heartwarming rescue stories to engage attendees. Share these stories on social media, email, and at the event to inspire more donations and support.
- **Video Testimonials:** Create a short film or series of clips featuring ASPCA rescue animals and their journey to adoption. Show this at the event to connect the cause with real-life examples of impact.

10. Donation Integration

- **ASPCA Donation Platform:** Use ASPCA's online donation platform for pre-event and live-event fundraising, making it easy for attendees to donate even if they can't attend in person.
- **Matching Donations:** Work with ASPCA to organize matching donations from corporate partners. For every dollar raised at the event, a corporate partner or ASPCA sponsor will match the contribution, doubling the impact.

Best Partners

1. Local Animal Shelters and Rescue Groups

- **Why Partner:** They can supply adoptable pets for the adoption drive, and their involvement will help promote the event through their networks.
- **Example:** **Best Friends Animal Society** or any nearby shelter.

2. Pet Supply Stores

- **Why Partner:** They can donate supplies, provide raffle items, and offer discounts on pet products during the event.
- **Example:** **Petco** or **PetSmart** – both are committed to supporting animal welfare initiatives.

3. Veterinary Clinics

- **Why Partner:** Veterinarians can offer free check-ups, vaccinations, or health advice at the event, adding value to attendees while supporting the cause.
- **Example:** **Banfield Pet Hospital** or local independent vet clinics.

4. Pet Groomers

- **Why Partner:** Groomers can offer services like free grooming for adoptable pets or discounted grooming for event attendees, while promoting their services.
- **Example:** **Bark Avenue** or other local grooming salons.

5. Pet Food Brands

- **Why Partner:** Pet food brands can donate food or offer samples, ensuring shelters have enough supplies and enhancing event goody bags.
- **Example:** **Blue Buffalo**, **Hill's Science Diet**, or **Purina**.

6. Local Media Outlets

- **Why Partner:** Radio stations, newspapers, and TV channels can help promote the event and provide coverage, increasing community awareness.
- **Example:** Partner with a local radio station or TV network, such as **CBS** or **NBC Local**.

7. Pet-Friendly Hotels and Restaurants

- **Why Partner:** Pet-friendly businesses can sponsor sections of the event or provide vouchers for their services, which could be raffled off or used as prizes.
- **Example:** **Kimpton Hotels** or a local pet-friendly café.

8. Pet Insurance Companies

- **Why Partner:** Insurance providers can offer discounts on pet insurance at the event or donate a portion of their policy sales to the cause.
- **Example:** **ASPCA Pet Health Insurance** or **Embrace Pet Insurance**.

9. Corporate Sponsors (Pet or Non-Pet Related)

- **Why Partner:** Corporate sponsors can provide funding, donate products, or match donations made at the event, boosting revenue.
- **Example:** **Subaru** (which supports pet causes), or other local corporations like banks or law firms.

10. Local Pet Photographers

- **Why Partner:** Photographers can offer their services at the photo booth, providing professional-quality images for a fee that goes toward the fundraiser.
- **Example:** **Furtography** or local freelance pet photographers.

Revenue Sources:

1. Entry Fees

- **Activity:** Charge a small fee for attendees to enter the event.
- **Projected Revenue:**
 - **Fee:** \$5 per person (children under 12 free).
 - **Expected Attendance:** 500 people.
 - **Total Revenue:** \$2,500.

2. Pet Costume Contest

- **Activity:** Charge a fee for participants to enter their pets in a costume contest.
- **Projected Revenue:**
 - **Entry Fee:** \$10 per pet.
 - **Participants:** 50 pets.
 - **Total Revenue:** \$500.

3. Pet Photo Booth

- **Activity:** Set up a photo booth for professional pet portraits.
- **Projected Revenue:**
 - **Fee:** \$10 per photo.
 - **Participants:** 100 photos.
 - **Total Revenue:** \$1,000.

4. Paw Print Art Station

- **Activity:** Offer paw print art for pets.
- **Projected Revenue:**
 - **Fee:** \$8 per art piece.
 - **Participants:** 75.
 - **Total Revenue:** \$600.

5. Pet Agility Course

- **Activity:** Charge a fee for pets to participate in the agility course.
- **Projected Revenue:**
 - **Entry Fee:** \$5 per pet.
 - **Participants:** 100 pets.
 - **Total Revenue:** \$500.

6. Vendor Fees

- **Activity:** Invite local pet-related vendors to sell their products and charge them for booth space.
- **Projected Revenue:**
 - **Fee:** \$200 per vendor.
 - **Vendors:** 20 vendors.
 - **Total Revenue:** \$4,000.

7. Raffles and Silent Auction

- **Activity:** Offer raffle tickets for pet products and hold a silent auction with donated items.
- **Projected Revenue:**
 - **Raffle Tickets:** \$5 per ticket, estimated sales of 300 tickets (\$1,500).
 - **Silent Auction:** Estimated revenue of \$2,000 from donated pet products and services.
 - **Total Revenue:** \$3,500.

8. Corporate Sponsorships

- **Activity:** Reach out to corporate sponsors who may provide financial contributions in exchange for event branding.
- **Projected Revenue:**
 - **Sponsorship Packages:** \$500 to \$1,000 per sponsor.
 - **Sponsors:** 5 sponsors.
 - **Total Revenue:** \$3,000.

9. Donations at the Event

- **Activity:** Collect direct donations at the event, through donation boxes and a digital donation system (QR codes leading to online platforms).
- **Projected Revenue:**
 - **Donations:** Estimate an average donation of \$10 per attendee.

Total Revenue: \$4,000.

Total Estimated Revenue:

\$18,100

2. Fundraising Criteria and Systems

Criteria for Fundraising

- **Transparency:** Clearly communicate where the money goes, with funds raised directly supporting ASPCA's animal welfare programs (e.g., rescue, rehabilitation, and adoption services).
- **Accessibility:** Make donation systems simple and accessible, both physically and digitally.
- **Engagement:** Create multiple touchpoints for donation opportunities (entry fees, raffles, contests, booths).
- **Incentive-Based:** Offer recognition or rewards for donors, such as thank-you cards, special social media mentions, or event memorabilia for higher contributions.

Systems of Donation

- **Physical Donation Boxes:** Strategically placed donation boxes at the entry, at each activity booth, and around the event.
- **QR Code-Based Digital Donations:** Use platforms like PayPal, Venmo, or GoFundMe for easy mobile donations. QR codes will be displayed at booths, on banners, and flyers for people to donate digitally.
- **Corporate Matching Program:** Encourage businesses to match individual donations, doubling the impact.
- **Pre-Event Donations:** Offer a donation option on the event website and social media prior to the event for those unable to attend in person.

3. Expense Projections

1. Venue Rental

- **Expense:** Renting a local park or community center for the day.
- **Cost:** \$1,500.

2. Permits and Licenses

- **Expense:** Acquiring permits for hosting an event with vendors and pet activities.
- **Cost:** \$300.

3. Marketing and Promotion

- **Expense:** Flyers, social media ads, and promotional banners.
- **Cost:** \$1,000.

4. Staff and Volunteer Expenses

- **Expense:** Providing refreshments and event t-shirts for volunteers and staff.
- **Cost:** \$500.

5. Supplies for Activities

- **Expense:** Materials for the paw print station, pet agility course, and photo booth.
- **Cost:** \$600.

6. Pet Costume Contest and Agility Course Prizes

- **Expense:** Prizes for contest winners (donated pet products or gift cards).
- **Cost:** \$400.

7. Audio and Entertainment

- **Expense:** Renting a sound system for announcements, music, and event speakers.
- **Cost:** \$800.

8. Raffle and Auction Supplies

- **Expense:** Tickets, auction paddles, and display materials.
- **Cost:** \$200.

9. Insurance

- **Expense:** Liability insurance for the event to cover accidents, injuries, or damages.
- **Cost:** \$500.

Total Estimated Expenses:

\$5,800

4. Net Profit Projection

- **Total Revenue:** \$18,100
- **Total Expenses:** \$5,800
- **Net Profit:** \$12,300

5. Risk Management and Contingency Planning

- **Risk:** Bad weather could affect outdoor attendance.
 - **Mitigation:** Secure a tented area or have an indoor venue backup.
- **Risk:** Low participation in activities or vendor sales.
 - **Mitigation:** Promote the event early, offer attractive sponsorship packages, and ensure good outreach to local pet owners.
- **Risk:** Insufficient volunteer support.
 - **Mitigation:** Recruit early, offer volunteer perks, and partner with local organizations for volunteers.

Ticketing/Registration Structure

Ticket Type and Amenities:

Type 1: General Admission

- **Price:** \$5
- **Amenities:**
 - Entry to the fair.
 - Access to all pet-themed activities (Pet Costume Contest, Agility Course, Pet Talent Show).
 - Free event brochure and map.

Type 2: Family Pass (Up to 4 People)

- **Price:** \$15
- **Amenities:**
 - Discounted admission for families.
 - Access to all fair activities.
 - Free pet care tips booklet.
 - Entry into a raffle for pet supplies.

Type 3: VIP Pass

- **Price:** \$50
- **Amenities:**
 - Priority access to all activities and contests.
 - Free pet photo at the photo booth.
 - Complimentary refreshments (snacks and drinks).
 - VIP badge and event merchandise (tote bag, T-shirt).
 - Reserved seating at contests and events.

Type 4: Participant Ticket (Pet Contests)

- **Price:** \$10
- **Amenities:**
 - Entry into one contest (Costume Contest, Pet Talent Show, or Agility Course).
 - Participation certificate for pets.
 - Pet-themed giveaway item (toy or treat).

Type 5: Vendor Pass

- **Price:** \$200
- **Amenities:**
 - Booth space at the fair (table and chairs included).
 - Listing in the event guide and on the event website.
 - Access to networking opportunities with attendees and other vendors.

Type 6: Student Ticket

- **Price:** \$3
- **Amenities:**
 - Entry to the fair.
 - Access to all pet-themed activities (Pet Costume Contest, Agility Course, Pet Talent Show).
 - Free event brochure and map.

Ticketing/Registration Projections

Projected Sales by Type:

- **General Admission:** 400 tickets
- **Family Pass:** 50 passes (200 attendees)
- **VIP Pass:** 20 tickets
- **Participant Ticket:** 50 tickets
- **Vendor Pass:** 20 vendors
- **Student Ticket:** 100 Ticket

Pricing Strategy

- **General Admission:** Affordable pricing to encourage high attendance.
- **Family Pass:** Discount to attract families and increase overall turnout.

- **VIP Pass:** Higher price with premium perks to attract those willing to spend more for added value.
- **Participant Ticket:** Modest fee for contest entry to ensure engagement and fun without financial barriers.
- **Vendor Pass:** Standard rate to cover booth space while providing exposure and foot traffic to vendors.

Deals and Discounts:

- **Early Bird Discount:** 10% off for tickets purchased at least 2 weeks before the event.
- **Group Discount:** 15% off for groups of 10 or more.
- **Member Discounts:** Offer a 20% discount for ASPCA members.

Ticketing/Registration Platform

Platform: Eventbrite

- **Why Eventbrite?**
 - Easy to set up and widely trusted by event organizers.
 - Supports a variety of ticket types and offers easy integration with social media for promotion.
 - Mobile app for on-site check-in and scanning of tickets.

Cost:

- Eventbrite charges 2% + \$0.79 per ticket sold.
- Example: For a \$5 ticket, the fee would be \$0.89.

Registration Process

Simplicity and Clarity:

- **Step 1:** Select the ticket type.
- **Step 2:** Input basic attendee information (Name, Email, Number of Pets).
- **Step 3:** Add any additional tickets (e.g., contest entry).
- **Step 4:** Choose payment method and confirm purchase.

Data Fields:

- **Required Fields:**
 - Full Name

- Email Address
- Phone Number
- Number of Attendees
- Contest Participation (if applicable)
- Pet Details (Name, Age, Breed)

Payment Methods

- **Credit/Debit Card**
- **PayPal**
- **Google Pay / Apple Pay**
- **Eventbrite Payments** (on-site payment system for credit card transactions)

Confirmation and Communication Plan

Confirmation Email:

- **Subject:** "Your Pet Care Fair Ticket Confirmation – See You There!"
- **Body:**
 - Summary of the purchase.
 - Details on event location, parking, and schedule.
 - Link to the event website for updates.
 - QR code for quick entry.

Reminders and Updates:

- **1 Week Before:** Reminder email with event highlights and tips for attendees.
- **1 Day Before:** Final reminder with parking info and last-minute instructions.
- **Day of Event:** Push notifications for any schedule updates.

Cancellation and Refund Policies

- **Cancellation:** Attendees can cancel up to 72 hours before the event for a full refund.
- **Refunds:** Refunds will be processed within 5 business days of the cancellation request.
- **No-Refund:** For cancellations within 72 hours, attendees will not receive a refund but may donate their ticket fee to the cause.

Data Management and Privacy

Data Security:

- Use Eventbrite's encrypted system to handle transactions and store attendee information securely.

Privacy Policy:

- Include a clear privacy policy outlining how attendee data will be used, ensuring it's only for event-related purposes (registration, updates, future events). Data will not be shared with third parties without consent.

On-Site Check-in Process

Check-In/Registration Options:

- **Mobile Check-In:** Use Eventbrite's mobile app for QR code scanning at the entrance.
- **Manual Check-In:** For attendees without mobile tickets, offer a printed registration list at the entrance.

Support Staff Plan:

- Volunteers and staff will be stationed at check-in points to assist with scanning, manual check-ins, and troubleshooting.

Technology and Equipment

Required Equipment:

- Tablets or smartphones for ticket scanning (provided by Eventbrite).
- Laptops or tablets for manual check-in and registration.
- Wi-Fi connection for smooth operation of online ticketing and check-in systems.

Technical Support:

- Eventbrite provides 24/7 customer support.
- Designate a technical support volunteer at the event to troubleshoot any issues with scanning or check-in.

Post Event Follow-Up

Thank You Messaging:

- Send a personalized email thanking attendees for their participation, including details on how much was raised for ASPCA and how they can continue supporting the cause.

Future Engagement Messaging:

- Invite attendees to follow ASPCA's social media pages and join future events or fundraisers.

Feedback Collection:

- Include a survey in the thank-you email to collect feedback on the event experience, asking attendees for suggestions and improvements for future events.

Sponsorship Plan

Understanding the Event and Its Audience

Event Objectives:

- **Primary Goal:** Raise funds and supplies for the care of homeless pets through the ASPCA.
- **Secondary Goals:**
 - Increase awareness of animal welfare issues and pet adoption.
 - Engage the community in supporting pet shelters and rescue efforts.
 - Provide educational resources on responsible pet ownership.

Target Audience:

- **Demographics:**
 - Pet owners, animal lovers, families with children, and community members.
 - Age range: 18-50, with a focus on young families and professionals.
 - Income level: Middle to high-income households, as they are more likely to spend on pet-related services and products.

- Location: Local community, with potential for regional attendance if well-promoted.
- **Interests and Behaviors:**
 - Passionate about animal welfare.
 - Likely to own pets or be interested in adopting pets.
 - Engaged in community activities and causes related to animals and environmental issues.

Value Proposition for Sponsors

Benefits and Exposure:

- **Branding Opportunities:**
 - Logo placement on event materials, banners, and digital promotions (social media, emails, and event website).
 - Recognition in all press releases and media coverage.
 - Inclusion in post-event thank-you messaging and newsletters.
- **On-Site Engagement:**
 - Sponsors can set up booths at the event for direct interaction with attendees.
 - Opportunity to distribute samples or promotional materials.
 - Custom sponsor mentions during event announcements or speaking slots.
- **Product Placement:**
 - Ability to sponsor specific activities (e.g., Pet Costume Contest or Agility Course) and have branding associated with those events.
 - Product giveaways in raffle prizes, goody bags, or silent auctions.
- **Media Exposure:**
 - Recognition in promotional campaigns (social media, email marketing, local press).
 - Potential coverage through ASPCA's media partners and local news outlets.

Return on Investment (ROI):

- **Brand Awareness:** Increase visibility to a targeted and passionate audience of pet lovers and community members.
- **Lead Generation:** Access to event attendees' information through opt-in forms or interactive activities.
- **Sales Opportunities:** Opportunity to sell products/services on-site or offer discounts on future purchases via coupons.
- **Social Media Exposure:** Gain brand impressions through event-related posts, stories, and photos shared by attendees and the event organizers.

Market Research and Prospecting

Identify Potential Sponsors:

- **Pet Supply Companies:** Petco, Chewy, Purina, and Blue Buffalo.
- **Veterinary Clinics:** Banfield Pet Hospital, VCA Animal Hospitals, and local independent clinics.
- **Pet Insurance Providers:** ASPCA Pet Health Insurance, Embrace, and Trupanion.
- **Corporate Sponsors with Pet Initiatives:** Subaru (supports animal causes), Mars Petcare, and Nestlé Purina.
- **Pet-Friendly Brands:** Hotels or cafes that cater to pet owners (e.g., Kimpton Hotels).

Competitor Analysis:

- Look at events hosted by organizations like **Best Friends Animal Society** or **PetSmart Charities**. These events are often supported by large pet brands and companies looking to tap into animal welfare causes.
- Research sponsorship tiers and benefits offered by similar events to ensure competitive offerings.

Sponsorship Tiers and Packages

Sponsorship Levels

We offer multiple sponsorship tiers to accommodate varying levels of involvement and exposure. Customizable packages are also available to meet your company's specific marketing goals.

- **3 Bowls Sponsorship Benefits Structure with Expanded Benefits and Tiered Pricing**

Pricing Breakdown:

- **Bowl 1 (Branding and Visibility):** \$500 per benefit
- **Bowl 2 (On-Site Engagement and Activation):** \$1,000 per benefit
- **Bowl 3 (Exclusive and Premium Exposure):** \$1,500 per benefit
- **Minimum Sponsorship:** \$1,500
(Sponsors can choose any combination of benefits, with a total value of at least \$1,500.)
- **Maximum Sponsorship:** Based on the number of benefits selected (up to 3 from each bowl).

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Bowl 1: Branding and Visibility

These benefits focus on broad visibility through various event-related channels.

Price: \$500 per benefit

- **Logo Placement on Event Materials**
 - Your logo on all event banners, flyers, and digital ads.
- **Website Feature and Social Media Mentions**
 - Brand featured on the event's website and social media platforms (minimum 3 posts).
- **Event Program Mention**
 - Logo and brand message included in the printed and digital event program.
- **Email Marketing Inclusion**
 - Brand mentioned in all email blasts sent to attendees and potential participants.
- **Pre-Event Publicity**
 - Brand mention in any press releases or media announcements leading up to the event.
- **Post-Event Thank You Recognition**
 - Brand featured in post-event communications, including thank-you emails and social media posts.

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Bowl 2: On-Site Engagement and Activation

These benefits offer direct engagement opportunities with attendees during the event.

Price: \$1,000 per benefit

- **Sponsor Booth Space**
 - Prime booth space for product demonstrations, lead generation, or sample distribution.
- **Branded Activity Sponsorship**
 - Sponsor a key event activity (e.g., Pet Costume Contest, Agility Course) with branding attached.
- **Product Sampling or Raffle Prizes**
 - Provide product samples or sponsor a raffle prize, ensuring attendees directly engage with your brand.
- **Event MC Mentions**

- The event MC will mention your brand throughout the event during key activities and announcements.
- **Volunteer T-Shirt Branding**
 - Your logo featured on all volunteer T-shirts worn during the event, giving your brand visibility to attendees.
- **Interactive Game Sponsorship**
 - Sponsor an interactive game or contest with your branding prominently displayed, providing a fun way for attendees to engage with your brand.

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Bowl 3: Exclusive and Premium Exposure

These benefits provide premium branding and exclusive opportunities for visibility.

Price: \$1,500 per benefit

- **Speaking Opportunity**
 - A chance to speak to the audience during the event and share your brand's connection to the cause.
- **Exclusive VIP Area Sponsorship**
 - Sponsor the VIP area, featuring your brand on banners and decor in the exclusive section.
- **Event Giveaways and Branded Merchandise**
 - Provide branded items such as tote bags, T-shirts, or other merchandise that attendees take home.
- **VIP Package for Special Guests**
 - Provide branded VIP gift bags for high-profile guests and sponsors, offering premium exposure to key influencers.
- **Banner Placement on Main Stage**
 - Have your brand's banner displayed on the main stage, where the biggest event activities and announcements take place.
- **Post-Event Recognition on Digital Platforms**
 - A featured mention of your brand in all post-event digital content (e.g., event recap videos, articles, social media).

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Customizable Sponsorship Packages:

Minimum Sponsorship – \$1,500

- Sponsors must select a combination of benefits totaling at least \$1,500. For example:

- **Option 1:** Choose 1 benefit from **Bowl 2** (\$1,000) and 1 benefit from **Bowl 1** (\$500).
- **Option 2:** Choose 3 benefits from **Bowl 1** (\$500 each).

Maximum Selections:

- Sponsors can choose up to **3 benefits from each bowl** to maximize their engagement and visibility at the event.
-

Example Sponsor Packages:

Sponsor A: \$1,500 Minimum Sponsorship

- From **Bowl 1: Logo Placement on Event Materials** (\$500)
- From **Bowl 2: Sponsor Booth Space** (\$1,000)
- **Total Sponsorship Fee: \$1,500**

Sponsor B: Comprehensive Package (5 Benefits Chosen)

- From **Bowl 1:**
 - **Website Feature and Social Media Mentions** (\$500)
 - **Event Program Mention** (\$500)
- From **Bowl 2:**
 - **Sponsor Booth Space** (\$1,000)
 - **Branded Activity Sponsorship** (\$1,000)
- From **Bowl 3:**
 - **Banner Placement on Main Stage** (\$1,500)
- **Total Sponsorship Fee: \$4,500**

Customization and Flexibility:

- **Sponsors must choose a minimum package of \$1,500** worth of benefits, ensuring they receive strong exposure across at least two areas.
- **Maximum flexibility:** Sponsors can choose up to 3 benefits from each bowl, allowing them to prioritize the benefits that best meet their marketing goals.

Sponsorship Proposal and Outreach

Sponsorship Proposal:

- Develop a professionally designed sponsorship proposal that outlines the event goals, audience demographics, sponsorship levels, and the benefits of partnering with the event.

- Include projected audience size, engagement opportunities, and potential media exposure.

Personalized Outreach:

- **Research** each potential sponsor's previous involvement in animal welfare events.
- Personalize the sponsorship pitch, explaining how your event aligns with their corporate social responsibility (CSR) efforts or target audience.
- Offer flexibility to customize their package based on their specific marketing goals.

Activation and Engagement Strategies

Sponsor Activation:

- **Interactive Booths:** Encourage sponsors to create interactive stations that attract attendees (e.g., pet product demos, free samples, or pet-related games).
- **Sponsored Sessions:** Allow sponsors to host short informational sessions on pet care, products, or services.
- **Social Media Contests:** Collaborate with sponsors on a social media contest where attendees share photos from the event with branded hashtags.

Exclusive Opportunities:

- **VIP Lounge Sponsor:** Offer a sponsor exclusive branding of the VIP area, where they can engage directly with attendees.
- **Event Materials:** Allow a sponsor to brand event materials like brochures, volunteer shirts, or pet adoption packets.

Deliverables and Fulfillment

Contract and Agreement:

- Include all sponsorship details in a written agreement, including the deliverables (logo placements, booth spaces, mentions) and the timeline for delivery.
- Specify payment schedules and any additional requirements (e.g., sponsor-provided signage or promotional materials).

Execution:

- Track deliverables with photos and videos during the event (e.g., sponsor booths, branded materials, mentions).
- After the event, send sponsors a post-event package including photos, videos, and testimonials showcasing the impact of their support.

Measurement and Reporting

Metrics and KPIs:

- **Brand Impressions:** Track the number of people exposed to the sponsor's brand via social media, email campaigns, and on-site branding.
- **Attendee Engagement:** Measure foot traffic to sponsor booths and interaction during activities (e.g., product demos, contests).
- **Lead Generation:** Provide data on opt-in leads collected during the event.
- **Social Media Reach:** Report on the number of posts, shares, and likes generated through sponsor-related content.

Post-Event Report:

- Provide a detailed report to each sponsor that includes metrics on brand visibility, engagement, and the success of their sponsorship. Include photos, videos, and attendee feedback.

Relationship Management

Communication:

- Regularly update sponsors on event progress, milestones, and key dates.
- Maintain communication after the event to keep sponsors engaged for future opportunities.

Feedback and Improvement:

- After the event, schedule a meeting or send a survey to gather feedback from sponsors. Use their input to refine future events and sponsorship offerings.

Long-Term Partnership Opportunities

Renewal Opportunities:

- Discuss opportunities for sponsors to partner on future events or enter multi-event sponsorship agreements.

Recognition and Appreciation:

- Send personalized thank-you notes and include public acknowledgments in newsletters, social media, and post-event reports to ensure sponsors feel appreciated for their contributions.

Sponsorship Proposal:

Pet Care Fundraising Fair

Date: Fall 2024

Location: [Venue, Philadelphia, PA]

Contact Information:

- **Event Organizer:** ASPCA (American Society for the Prevention of Cruelty to Animals)
- **Contact Person:** Pet Care Fundraising Fair Planners
- **Phone:** [Your Phone Number]
- **Email:** pcfa@pet.care.org

1. Executive Summary

The **Pet Care Fundraising Fair** is a family-friendly event aimed at raising awareness and funds for animal welfare through the **ASPCA (American Society for the Prevention of Cruelty to Animals)**. This interactive event will feature pet adoption drives, engaging activities, and exhibitor booths where local businesses can showcase their products and services to a passionate audience of animal lovers. Taking place in Philadelphia, the fair will bring together pet owners, families, and community members to support a meaningful cause.

Event Goals:

- **Raise \$10,000** for ASPCA's animal care and rehabilitation programs.
- **Promote pet adoption** and educate attendees on responsible pet ownership.
- **Engage the community** with fun, informative activities.

Audience:

- **Expected Attendance:** 400-600 attendees, including families, pet owners, and local community members.

2. Event Objectives

1. **Fundraising:** Achieve a fundraising goal of \$10,000 to benefit ASPCA's programs.
2. **Community Engagement:** Foster community involvement through interactive activities and educational booths.

3. **Brand Exposure for Sponsors:** Provide sponsors with high visibility and meaningful interaction with attendees.

3. Sponsorship Levels and Benefits

Our sponsorship packages are flexible and tailored to meet various budget levels and objectives. The benefits are divided into three main categories or "Bowls," allowing sponsors to customize their package based on their preferred level of engagement.

Sponsorship Pricing Model

Bowl	Cost per Selection	Number of Benefits
Bowl 1: Branding & Visibility	\$500	6 available benefits
Bowl 2: Engagement & Activation	\$1,000	6 available benefits
Bowl 3: Premium Exposure	\$1,500	6 available benefits

Minimum Sponsorship: \$1,500 (any combination totaling \$1,500)

Maximum Selection: 3 benefits per bowl

Bowl 1: Branding & Visibility (\$500 per selection)

1. **Logo on Event Materials:** Inclusion on banners, flyers, and online ads.
2. **Website Feature:** Brand spotlight on the event website and social media.
3. **Program Mention:** Logo and message in printed/digital programs.
4. **Email Campaign Inclusion:** Featured in promotional email blasts.
5. **Pre-Event Media Mention:** Mention in press releases and media promos.
6. **Post-Event Thank-You Recognition:** Shout-out in follow-up messages.

Bowl 2: Engagement & Activation (\$1,000 per selection)

1. **Premium Booth Space:** High-traffic area for product demos.
2. **Activity Sponsorship:** Exclusive branding for a key event (e.g., Agility Course).
3. **Raffle Prize Sponsor:** Your brand as a sponsor for event raffles.
4. **MC Mentions:** Recognition throughout the event from the stage.
5. **Volunteer T-Shirt Branding:** Logo on volunteer shirts.
6. **Interactive Game Sponsor:** Brand attached to games/activities.

Bowl 3: Premium Exposure (\$1,500 per selection)

- 1. **Speaking Slot:** A chance to address the audience.
- 2. **VIP Area Sponsor:** Exclusive branding in VIP areas.
- 3. **Event Merchandise:** Brand on tote bags or other merchandise.
- 4. **VIP Guest Gift Bags:** Sponsor VIP gifts for prominent attendees.
- 5. **Main Stage Banner:** Logo on main stage banner.
- 6. **Post-Event Digital Recognition:** Brand featured in recap materials.

4. Event Schedule & Activities

Date: [Insert Date]

Location: [Venue, Philadelphia, PA]

Time	Activity	Details
10:00 AM	Event Opens	Welcome & sponsor recognition
10:30 AM	Pet Costume Contest	Fun pet costume show, sponsored
11:00 AM	Pet Adoption Drive	Local shelters with adoptable pets
12:00 PM	Agility Course	Sponsored agility demos
2:00 PM	Product Demonstrations	Sponsor booths with live demos
4:00 PM	Raffle Drawing	Announce winners, sponsored prizes
5:00 PM	Closing Remarks	Thanks to sponsors & final thoughts

5. Marketing and Promotion

Our marketing plan focuses on maximizing sponsor exposure and reaching a broad audience within the Philadelphia area.

- **Event Website & Social Media:** Continuous updates and posts, featuring sponsors and event details on platforms like Facebook, Instagram, and Twitter.
- **Local Media Coverage:** Collaborating with local news and radio for event promotions.
- **Pre-Event Email Campaigns:** Targeted emails to registered attendees, ASPCA supporters, and local community members.
- **Onsite Marketing:** Sponsor branding on event signage, promotional items, and staff uniforms.

6. Budget Breakdown

Revenue Projections

Source	Projected Revenue	Details
Ticket Sales	\$4,000	500 tickets @ average \$8 each
Vendor Fees	\$4,000	20 vendors @ \$200 each
Sponsorship Revenue	\$10,000	Estimated sponsor contributions
Donations	\$2,000	Direct attendee donations
Total Revenue	\$20,000	

Expenses

Category	Projected Cost	Details
Venue Rental	\$1,500	Community center or local park
Permits & Insurance	\$600	City permits and liability insurance
Marketing & Advertising	\$1,500	Flyers, online ads, social media campaigns
Staff & Volunteer Amenities	\$700	Refreshments, T-shirts, and badges
Event Supplies & Decor	\$800	Booth setups, signage, and decoration
Entertainment & Activities	\$1,500	Contest prizes, agility course setup, etc.
AV & Technical Support	\$1,200	Sound system, tech support
Wi-Fi & Connectivity	\$400	Internet access for exhibitors
Miscellaneous	\$500	Unexpected costs
Total Expenses	\$9,700	

Net Profit Estimate: \$10,300

7. Safety & Compliance

- **ADA Accessibility:** The venue and pathways are ADA-compliant, ensuring accessibility for all attendees.
- **Emergency Exits:** All emergency exits are clearly marked, and a first aid station will be available with trained personnel on-site.
- **COVID-19 Protocols:** Health guidelines (if applicable) will be enforced to ensure a safe environment for attendees.

8. Post-Event Follow-Up

- **Post-Event Report:** Sponsors will receive a report including metrics on brand visibility, attendee engagement, and a summary of funds raised.
- **Thank-You Communications:** Each sponsor will receive a personal thank-you message along with social media shout-outs.
- **Survey and Feedback:** Gather feedback from sponsors and attendees to improve future events and refine sponsorship benefits.

9. Contact Information

For more information or to discuss sponsorship opportunities, please contact:

Pet Care Fundraising Fair

- **[Your Name, Title]** - Pet Care Fundraising Fair Team

Phone: [Your Phone Number]

Email: pcfa@pet.care.org

Thank you for considering sponsorship for the **Pet Care Fundraising Fair**. Together, we can make a significant impact on the lives of animals in need.

Metrics and KPIs

Tracking and reporting on specific metrics and KPIs will ensure that sponsors can clearly see the impact of their participation in the **Pet Care Fundraising Fair**. Each metric is designed to provide insight into the reach, engagement, and effectiveness of sponsor involvement.

1. Brand Impressions

- **What It Measures:** The total number of people exposed to the sponsor's brand through various event channels.
- **How It's Tracked:**
 - **Social Media Impressions:** Use analytics from platforms (e.g., Facebook, Instagram) to report on reach, impressions, and interactions for posts featuring sponsor branding.
 - **Email Campaigns:** Track open rates, click-through rates, and the number of recipients for each email that includes sponsor logos or promotions.
 - **On-Site Branding:** Estimate on-site impressions based on attendee numbers and event layout, factoring in prime branding locations like stage banners, registration areas, and booth displays.

2. Attendee Engagement

- **What It Measures:** The level of interaction and engagement attendees have with sponsors and their booths.
- **How It's Tracked:**
 - **Foot Traffic:** Use foot traffic counters or manual tracking methods at sponsor booths to measure the number of visitors. This can be augmented by mobile tracking (if applicable) or by assigning staff to count visitors at high-traffic times.
 - **Booth Interactions:** Track participation in activities hosted by sponsors, such as product demos, contests, or interactive games. Engagement metrics can include the number of people who participated, observed, or inquired about sponsor offerings.
 - **Post-Event Surveys:** Ask attendees in post-event surveys about their interactions with specific sponsors, including which activities they found most engaging.

3. Lead Generation

- **What It Measures:** The effectiveness of sponsor booths and activities in generating leads or capturing attendee information.
- **How It's Tracked:**

- **Opt-In Forms:** Track the number of attendees who opted in to receive follow-up communications from sponsors, either through digital forms, QR code scans, or in-person sign-ups.
- **Badge Scanning:** Provide sponsors with badge scanners (if applicable) or use mobile apps to capture attendee details. The number of scans can indicate interest and potential for follow-up.
- **Contest and Raffle Entries:** Use entry data from sponsor-hosted contests or raffles as a metric for lead generation, capturing contact information from participants interested in sponsor products or services.

4. Social Media Reach

- **What It Measures:** The online impact of sponsor-related content, including reach, engagement, and brand awareness.
- **How It's Tracked:**
 - **Content Performance:** Track the performance of all sponsor-related posts on social media (likes, shares, comments, views) to determine how much engagement was generated through sponsor partnerships.
 - **Hashtag Analytics:** Use event-specific and sponsor-related hashtags to measure impressions, reach, and engagement across posts. Tools like Sprout Social, Hootsuite, or native platform analytics can provide detailed hashtag data.
 - **Influencer Partnerships:** If influencers are used, track the reach and engagement on sponsored posts, along with any affiliate links or promo codes to gauge effectiveness.

Reporting Process

- **Post-Event Report:** Each sponsor will receive a comprehensive report within 2-3 weeks after the event, including:
 - Summary of all metrics and KPIs outlined above.
 - Visuals such as charts, screenshots of social media posts, and on-site branding photos.
 - Specific data on lead generation and attendee feedback related to the sponsor's involvement.
- **Sponsor Feedback and Follow-Up:** After delivering the report, schedule a debrief meeting or send a survey to each sponsor to gather feedback and identify improvement areas for future partnerships.

To ensure clarity and professionalism, we will provide each sponsor with a **Sponsorship Agreement** outlining the terms and responsibilities of both parties. This written agreement will cover the deliverables, timeline, and any additional requirements to guarantee that all expectations are met.

Key Components of the Sponsorship Agreement

1. Sponsorship Details

- a. **Deliverables:** Clearly list all agreed-upon deliverables, including:
 - i. **Logo Placement:** Outline where the sponsor's logo will appear (e.g., event banners, digital ads, website, social media posts).
 - ii. **Booth Space:** Specify booth size, location, and any setup requirements.
 - iii. **Mentions and Announcements:** Include details on how frequently and where the sponsor will be mentioned (e.g., in email campaigns, during event announcements, on social media).
- b. **Customization Options:** For sponsors with customized packages, outline specific requests (e.g., branded activities, sponsored giveaways).

2. Timeline and Delivery Schedule

- a. Provide a timeline that specifies when each deliverable will be executed, such as:
 - i. **Pre-Event Promotions:** Timeline for logo placement on marketing materials, emails, and social media posts.
 - ii. **On-Site Branding:** Expected setup times for booth space and any sponsor-provided signage.
 - iii. **Post-Event Deliverables:** Estimated timing for delivering post-event reports, photos, and testimonials.

3. Payment Terms

- a. **Payment Schedule:** Specify due dates for sponsorship payments:
 - i. **Initial Deposit:** 50% due upon signing the agreement to confirm sponsorship.
 - ii. **Final Payment:** Remaining 50% due one week before the event date.
- b. **Payment Methods:** Include acceptable payment methods (e.g., credit card, bank transfer).
- c. **Cancellation and Refund Policy:** Outline conditions for refund eligibility if the sponsor withdraws or if the event is rescheduled.

4. Sponsor-Provided Materials

- a. **Signage and Branding:** Detail any signage the sponsor is responsible for providing (e.g., banners, booth displays).
- b. **Promotional Materials:** Specify any additional promotional items (e.g., product samples, branded giveaways) that the sponsor intends to provide for the event.
- c. **Content Submission Deadlines:** Set deadlines for receiving all sponsor-provided materials to ensure timely setup.

5. Legal Considerations

- a. **Liability Clause:** Include a disclaimer limiting liability, stating that both parties are responsible for their individual setup, booth space, and products.

- b. **Exclusivity (If Applicable):** If the sponsor has requested industry exclusivity, detail the agreed terms.

Execution

To ensure that all sponsor deliverables are fulfilled as agreed, we will actively document sponsor participation and branding throughout the event.

1. Tracking and Documentation

- a. **Photographs:** Capture high-quality photos of sponsor booths, branded materials, event activities, and attendee interactions with sponsor activations.
- b. **Videos:** Record short clips highlighting branded activities (e.g., sponsor-hosted contests, sponsored announcements, or product demos).
- c. **Event Mentions:** Document any verbal mentions, emcee shout-outs, and sponsor-featured activities for reporting purposes.

2. Post-Event Sponsorship Package

- a. After the event, provide sponsors with a comprehensive **post-event package** that includes:
 - i. **Photos and Videos:** A selection of high-resolution images and video clips showcasing the sponsor's branding and interactions with attendees.
 - ii. **Testimonials:** Statements from attendees or event organizers that highlight the positive impact of sponsor participation.
 - iii. **Engagement Metrics:** A summary of KPIs such as foot traffic to booths, social media impressions, lead generation stats, and attendee feedback related to the sponsor's brand.

By clearly outlining expectations in the **Contract and Agreement** and following through with thorough **Execution and Documentation**, we aim to foster transparency and demonstrate measurable value to each sponsor. This will help to build strong, trust-based relationships for future collaborations.

1. Interactive Booths

Purpose: To engage attendees and increase sponsor visibility through hands-on, memorable experiences.

Examples of Interactive Booths

- **Pet Product Demos:** Sponsors can offer live demonstrations of their products (e.g., grooming tools, pet toys, or health supplements) with an opportunity for attendees to test products on their pets.
- **Free Samples:** Provide samples of pet food, treats, or pet-safe hygiene products for attendees to take home, helping sponsors increase product exposure.
- **Pet-Related Games:** Sponsors can organize pet-focused games such as:
 - **“Fetch and Win”:** Where pets retrieve a branded ball for small prizes.
 - **Pet Trivia Quiz:** Quick quizzes on pet care knowledge, with branded prizes for correct answers.

Sponsor Benefits

- **Brand Exposure:** Attendees directly interact with the sponsor’s brand, building familiarity and preference.
- **Lead Generation:** Sponsors can collect attendee information at their booths (through opt-in forms) for future engagement.
- **Memorable Experience:** A fun, interactive booth experience makes a lasting impression, encouraging attendees to remember and revisit the brand.

2. Sponsored Sessions

Purpose: To give sponsors an opportunity to showcase expertise, increase brand credibility, and provide valuable educational content to attendees.

Examples of Sponsored Sessions

- **Pet Care 101:** Short sessions on fundamental pet care topics, from grooming and nutrition to training.
- **Product Spotlights:** Sponsors can highlight the benefits and unique aspects of their products, such as specialized pet foods or wellness products.
- **Live Q&A Sessions:** Sponsors host Q&A sessions on pet health, training, or grooming, allowing attendees to ask questions and receive expert guidance.

Sponsor Benefits

- **Credibility and Authority:** Hosting sessions on topics related to their products or services positions sponsors as trusted experts.
- **Deeper Engagement:** Attendees who participate in informational sessions are more likely to develop interest in the sponsor's brand and products.
- **Content for Social Media:** Sponsors can livestream or record these sessions for social media, extending reach to a wider audience beyond the event.

3. Social Media Contests

Purpose: To amplify event visibility online, increase social engagement, and spread brand awareness.

Examples of Social Media Contests

- **Photo Contest:** Encourage attendees to post photos from the event with a branded hashtag (e.g., #PetCareFair2024) for a chance to win sponsor-donated prizes.
- **"Best Pet Costume":** A costume contest judged online, with the winner receiving a prize from the sponsor.
- **#AdoptMe Feature:** For each adoption photo posted with the hashtag, sponsors could donate a small amount to a pet rescue organization.

Sponsor Benefits

- **Increased Brand Reach:** Every post shared by attendees with the sponsor's hashtag extends the brand's reach across social media.
- **Audience Engagement:** Interactive online activities build sponsor loyalty and drive more traffic to their social media profiles.
- **Post-Event Content:** Sponsors receive a stream of user-generated content that showcases their involvement, providing organic promotion.

4. Exclusive Opportunities

VIP Lounge Sponsor

Purpose: To create an exclusive space for high-profile guests and sponsors to network, fostering brand affinity in a more personalized setting.

- **Lounge Branding:** The VIP area will be outfitted with the sponsor's branding, including banners, table settings, and branded napkins.
- **Exclusive Access:** Sponsors can engage with attendees on a more intimate level, building deeper relationships.
- **Custom Hospitality Options:** The sponsor can provide branded refreshments, exclusive swag, or product samples specifically for VIP attendees.

Sponsor Benefits:

- **High-Quality Engagement:** Targeted interaction with influential attendees, which could lead to future partnerships or sales.
- **Premium Branding:** Association with the VIP experience reflects positively on the sponsor's brand image.
- **Social Media Moments:** VIP guests are likely to share their experience online, further extending the sponsor's reach.

Event Materials Branding

Purpose: To allow sponsors to increase brand visibility on essential event materials, ensuring attendees are repeatedly exposed to the brand throughout the event.

- **Brochures and Programs:** Sponsor logo and messaging can be prominently featured on printed materials distributed to all attendees.
- **Volunteer Shirts:** Sponsor branding on all volunteer shirts, giving the brand visibility as volunteers interact with attendees.
- **Pet Adoption Packets:** Sponsors can brand adoption packets provided to adopters, creating a positive, long-lasting association.

Sponsor Benefits:

- **Wide Reach:** Branded materials such as shirts and packets remain visible throughout the event and after, extending brand exposure.
- **Positive Brand Association:** Aligning with adoption materials or volunteer apparel associates the sponsor with the event's core purpose.
- **Continued Presence:** Materials like pet adoption packets are taken home, ensuring ongoing brand visibility and association with a meaningful experience.

Fundraising Plan

1. Clear Objectives and Goals

Fundraising Goal:

Set a **SMART** goal of **\$10,000** to support ASPCA's animal rescue, rehabilitation, and rehoming programs.

- **Specific:** Raise \$10,000 through ticket sales, donations, sponsorships, and other activities.
- **Measurable:** Track funds raised through each revenue channel.
- **Achievable:** The target aligns with projected attendance and community interest.
- **Relevant:** Supports ASPCA's mission to provide shelter and care for animals.
- **Time-Bound:** Achieve the goal within the event timeframe.

Purpose and Impact:

The Pet Care Fundraising Fair supports ASPCA's efforts to provide shelter, medical care, and rehoming services for homeless animals. Donations will directly impact ASPCA's ability to offer critical resources, such as vaccinations, medical supplies, and shelter maintenance. Attendees will receive regular updates post-event to understand the impact of their donations.

2. Target Audience

Donor Segmentation:

1. **Existing Donors:** ASPCA supporters, pet owners, and previous attendees.
2. **New Donors:** Local pet lovers, families, and first-time event attendees.
3. **Corporate Sponsors:** Businesses in pet care, veterinary, retail, and animal health sectors.
4. **Community Members:** Local residents who may not be regular donors but are interested in attending a pet-focused community event.

Audience Engagement:

- **Existing Donors:** Personalized invites, updates on ASPCA's ongoing projects, and special access to VIP areas.

- **New Donors:** Targeted messaging about the event's mission and opportunities for engagement (contests, raffles).
- **Corporate Sponsors:** Highlight potential for brand exposure and involvement in specific activities.
- **Community Members:** Family-friendly activities, pet-related entertainment, and food concessions to create a welcoming environment.

3. Event Budget and Expense Management

Expense Management:

- **Venue:** Community parks or local pet-friendly spaces to reduce venue costs.
- **Marketing:** Utilize a mix of digital and local media to maximize exposure while keeping costs low.
- **Volunteer-Led:** Rely on a well-organized volunteer team for setup, registration, and cleanup to minimize labor costs.

Strategies to Reduce Expenses:

- **In-Kind Donations:** Request supplies and services (e.g., printing, catering) from local businesses in exchange for promotion.
- **Volunteer Sponsorship:** Approach businesses to sponsor volunteer amenities, such as T-shirts or refreshments.
- **Local Partnerships:** Collaborate with local shelters or animal welfare groups to share costs and increase reach.

4. Fundraising Strategies and Activities

Diverse Fundraising Tactics:

1. **Ticket Sales:** Offer tiered tickets (General Admission, Family Pass, VIP Pass) to accommodate all budgets.
2. **Auctions and Raffles:** Host silent or live auctions with pet-related products, along with a raffle for smaller prizes.
3. **Sponsorships:** Offer tiered sponsorship packages, allowing businesses to select their level of involvement.
4. **Merchandise Sales:** Sell branded event merchandise, such as T-shirts, tote bags, and pet accessories.
5. **Pledge Drives:** Encourage attendees to pledge a specific amount per attendee or milestone achieved.

Online and Peer-to-Peer Fundraising:

- **Online Platform:** Use an online platform like GoFundMe or GiveButter to reach a wider audience and accept pre-event donations.
- **Peer-to-Peer Fundraising:** Encourage attendees to create individual fundraising pages and invite friends and family to contribute.

5. Marketing and Promotion

Integrated Marketing Plan:

- **Digital Channels:** Promote through social media (Facebook, Instagram, Twitter), email campaigns, and event websites.
- **Traditional Media:** Partner with local newspapers, radio stations, and TV channels to expand reach.
- **Community Outreach:** Distribute flyers and posters in local businesses, veterinary clinics, and pet stores.

Storytelling:

- Use testimonials from pet adopters, ASPCA staff, and supporters to personalize the message.
- Share "impact stories" of animals saved and rehabilitated by ASPCA to illustrate how donations are used.

6. Engaging Event Experience

Meaningful Programming:

- **Pet Costume Contest:** Family-friendly event to encourage attendee interaction and engagement.
- **Agility Demos and Workshops:** Offer educational sessions and live demos, showcasing pet care and training tips.
- **Adoption Drives:** Partner with local shelters to feature adoptable pets, with support staff to discuss adoption processes.

Donor Recognition:

- Recognize major donors and sponsors with verbal acknowledgments, branded signage, and program mentions.

- Host a VIP lounge or pre-event reception to thank high-level sponsors and offer them networking opportunities.

7. Volunteer Recruitment and Training

Volunteer Roles:

- **Setup & Teardown:** Volunteers to help with event setup and post-event cleanup.
- **Registration:** Staff the registration desk, greet attendees, and direct them to key areas.
- **Fundraising Activities:** Support raffle ticket sales, auctions, and merchandise booths.

Training and Support:

- Conduct a pre-event training session, covering event goals, roles, safety guidelines, and customer service.
- Provide volunteers with information packets to ensure they can answer attendee questions and represent the ASPCA well.

8. Technology and Tools

Fundraising Software:

- **Platform:** Use a platform like DonorPerfect or Classy for online donations, tracking, and goal progress.
- **Registration Integration:** Link ticket sales with the fundraising platform to streamline attendee management.

Event Technology:

- **Mobile Bidding for Auctions:** Offer a mobile bidding app for silent auctions, allowing attendees to bid from anywhere in the venue.
- **Text-to-Donate Options:** Set up a text-to-donate number so attendees can make quick, easy contributions.
- **Donation Kiosks:** Place digital donation kiosks in high-traffic areas for seamless, on-site giving.

9. Post-Event Follow-Up

Thank-You Communications:

- Send personalized thank-you notes via email or mail to all donors, sponsors, and volunteers.
- Include a recap of the event, with photos, testimonials, and a heartfelt thank-you for their support.

Impact Reporting:

- Prepare a post-event report detailing the funds raised, attendance numbers, and the specific uses of donations.
- Share success stories of animals directly impacted by the funds raised to encourage continued support.

10. Evaluation and Analysis

Success Metrics:

- **Funds Raised:** Compare actual funds raised to the \$10,000 goal.
- **Donor Retention Rate:** Track the percentage of repeat donors to measure sustained engagement.
- **New Donor Acquisition:** Record the number of first-time donors who contributed during the event.
- **Attendee Feedback:** Collect feedback from attendees to gauge their experience and identify areas for improvement.

Lessons Learned:

- Hold a debrief session with event planners and volunteers to discuss what worked well and where improvements can be made.
- Document best practices and areas of improvement to optimize future events.

Grant Plan

1. Clear Objectives and Goals

Purpose of the Event

The **Pet Care Fundraising Fair** aims to raise awareness and funds for the ASPCA's animal rescue, rehabilitation, and rehoming programs. This event will connect the community with local shelters, provide educational resources on responsible pet ownership, and promote pet adoption. The fair supports ASPCA's mission to prevent animal cruelty and enhance the lives of vulnerable animals, while educating attendees on the importance of humane treatment for pets.

Funding Needs

The event requires **\$20,000** in funding to cover key expenses:

- **Venue Costs:** \$1,500 for a community center or local park rental.
- **Marketing and Promotions:** \$1,500 for advertising, printed materials, and digital campaigns.
- **Programming:** \$2,500 for guest speakers, adoption drives, and activities.
- **Staffing and Volunteer Support:** \$1,200 for training, volunteer amenities, and support staff.
- **Other Expenses:** Booth setups, event decor, and safety measures.

2. Research and Identification of Grant Opportunities

Grant Research

Identify grant sources that align with ASPCA's mission and the event's goals. Potential sources include:

- **Foundations:** Animal welfare-focused foundations such as the **Petco Foundation**, **Banfield Foundation**, and **Animal Welfare Institute**.
- **Government Agencies:** City and state grants for community events, like those from **Philadelphia's Office of Arts, Culture and the Creative Economy**.
- **Corporate Grants:** Companies with community outreach and animal welfare programs, including **Purina** and **Mars Petcare**.
- **Local Community Grants:** Small grants from community organizations and local chambers of commerce.

Eligibility Criteria

Review eligibility criteria carefully:

- **Animal Welfare Focus:** Ensure grants prioritize animal welfare, humane education, or community support.
- **Geographic Focus:** Confirm eligibility for Philadelphia-based events or organizations working within Pennsylvania.
- **Funding Restrictions:** Note any restrictions on how funds can be used, such as prohibitions on staff salaries or certain operational costs.

3. Grant Calendar and Timeline

Application Deadlines

Create a **grant calendar** for tracking deadlines and important dates:

- **Grant Identification:** Identify potential grants and add deadlines to the calendar.
- **Application Submission:** Allow one week before the deadline for submission, ensuring a margin for unforeseen issues.

Planning Timeline

Allocate adequate time for each step:

1. **Drafting Proposal:** Begin drafting one month before the submission deadline.
2. **Reviewing and Revising:** Allocate two weeks for reviewing and editing.
3. **Organizational Approvals:** Ensure internal review and necessary sign-offs from ASPCA leadership.
4. **Submission and Follow-Up:** Submit the application one week before the deadline and confirm receipt.

4. Proposal Development

Compelling Narrative

The proposal narrative should:

- **Clearly State the Need:** Describe Philadelphia’s stray and shelter animal challenges, linking to ASPCA’s mission to protect and care for animals.
- **Impact on the Community:** Emphasize the positive influence on the community by supporting adoption, promoting responsible pet ownership, and enhancing local animal welfare education.
- **Evidence-Based Justification:** Use ASPCA data and success stories to strengthen the proposal, including metrics on pet adoption rates, rehabilitation success, and humane education programs.

Detailed Budget (*Referencing the Budget in Part One*)

Expense	Amount	Description
Venue Rental	\$1,500	Rental of local park or community center for a full-day event.
Marketing	\$1,500	Advertising, print materials, social media promotions.
Programming	\$2,500	Guest speakers, adoption drives, agility demos, and activities.
Staff & Volunteer	\$1,200	Training, volunteer T-shirts, and support staff.
Decor & Setup	\$800	Booth setup, signage, and event decoration.
Safety Measures	\$500	First aid station and safety equipment.
Miscellaneous	\$500	Unanticipated costs.
Total	\$8,500	

Outcomes and Impact

- **Measurable Outcomes:**
 - **Funds Raised:** \$10,000 in direct support for ASPCA’s programs.
 - **Attendance:** 500-700 community members.
 - **Adoption Rates:** Minimum of 20 animals adopted through the event.
- **Evaluation Metrics:**
 - Use surveys, attendance records, and adoption statistics to assess impact.
 - Measure donor and attendee feedback to improve future events.

5. Supporting Documentation

Organizational Information

Provide an overview of ASPCA, including:

- **Mission:** To prevent cruelty to animals through education, advocacy, and rescue efforts.
- **History and Track Record:** Highlight successful past events and accomplishments in animal welfare.
- **Staff and Board Information:** Include brief bios of event staff, board members, and key volunteers, emphasizing relevant experience and expertise.

Letters of Support

Secure letters from:

- **Community Partners:** Local animal shelters or animal control authorities endorsing the event.
- **Corporate Sponsors:** Companies involved in the pet industry showing support for the fair.
- **Community Leaders:** Local officials or respected community members.

6. Application Submission Process

Submission Guidelines

Follow all guidelines for each grant application:

- **Formatting:** Use the required format, fonts, and document structure.
- **Required Documents:** Ensure all necessary documents are attached, such as budget, narrative, and letters of support.
- **Submission Method:** Submit online or by mail as specified by each grantor.

Compliance

Double-check compliance with grantor requirements:

- **Deadlines:** Submit applications on time.
- **Page Limits:** Adhere to length restrictions for each document.
- **Specific Criteria:** Address each criterion in the grant application guidelines.

7. Grant Management and Reporting

Grant Agreement

Upon receiving a grant:

- **Review Terms:** Understand terms regarding fund usage, reporting, and compliance.
- **Funding Restrictions:** Be aware of any restricted fund use, such as salary allocations or certain program expenses.

Tracking and Monitoring

Establish a tracking system:

- **Expense Tracking:** Log all expenditures related to grant funds.
- **Progress Monitoring:** Track event milestones to ensure grant objectives are met.

Reporting and Communication

- **Timely Reporting:** Submit all required reports by the grantor's deadlines, detailing fund use, event impact, and outcomes.
- **Open Communication:** Maintain regular communication with grantors, providing updates as necessary.

8. Sustainability and Future Funding

Sustainability Plan

To ensure the event's continuation:

- **Diversified Funding Sources:** Pursue additional grants, sponsorships, and community donations to support future fairs.
- **Long-Term Partnerships:** Strengthen relationships with corporate sponsors and community organizations to secure ongoing support.

Leveraging Grant Funds

- **Matching Donations:** Encourage other donors to match grant funds, increasing total revenue.
- **In-Kind Support:** Use grant funds to attract in-kind support from local businesses, such as donated supplies and services.

9. Evaluation and Continuous Improvement

Grant Evaluation

After each grant cycle:

- **Assess Outcomes:** Evaluate the effectiveness of each grant application, comparing successful and unsuccessful proposals.
- **Identify Strengths:** Determine which aspects of the applications were most compelling to funders.

Feedback and Learning

- **Grantor Feedback:** Request feedback from grantors on rejected applications to identify areas for improvement.
- **Process Refinement:** Use feedback to refine future applications and adjust the grant search strategy for better alignment with event needs.

Ancillary Income Plan

1. Understanding the Event and Audience

Event Objectives

The **Pet Care Fundraising Fair** is designed to raise funds and awareness for ASPCA's programs to rescue, rehabilitate, and rehome animals in need. Ancillary income streams will help achieve the fundraising target, support event costs, and provide additional value to attendees, ensuring a memorable experience and boosting engagement.

Audience Demographics

- **Primary Audience:** Pet owners, animal welfare supporters, families, and ASPCA donors.
- **Behavior and Spending Capacity:** With a passion for pets and supporting local causes, attendees are likely to spend on pet-themed activities, educational workshops, and exclusive event experiences.

2. Diverse Revenue Streams

Merchandise Sales

- **Products:** Branded T-shirts, tote bags, hats, pet bandanas, water bottles, and event memorabilia.
- **Limited Edition Items:** Create exclusive items, like limited-edition T-shirts or tote bags, available only at the event to boost sales.
- **Pricing Strategy:** Set competitive prices (e.g., \$15-\$25 for T-shirts, \$10 for bandanas) to appeal to a broad range of attendees.

Concessions and Food & Beverage Sales

- **Food Options:** Partner with local food trucks or vendors to provide a variety of food, including vegan and vegetarian options, snacks, and pet-friendly treats.
- **VIP Dining Experience:** Offer a premium dining area with exclusive food options for VIP ticket holders.
- **Revenue Share:** Negotiate a revenue-sharing agreement with vendors, where a percentage of sales contributes to the event's revenue.

Workshops and Masterclasses

- **Sessions:** Host pet care workshops (e.g., pet grooming, training tips), led by experts or veterinarians.
- **Pricing:** Charge a small fee (e.g., \$10-\$20) per session for attendees interested in enhancing their pet care knowledge.
- **Revenue Opportunity:** Offering these sessions can drive additional engagement and provide valuable information to attendees.

VIP Packages and Experiences

- **Exclusive Access:** VIP ticket holders receive perks like early entry, reserved seating at sessions, and access to a private lounge.
- **Meet-and-Greet:** Host a VIP meet-and-greet with local animal welfare influencers or experts.
- **Pricing:** Offer VIP tickets at a premium price (e.g., \$50-\$75) to capture the interest of attendees looking for an elevated experience.

Raffles, Auctions, and Games

- **Raffles:** Offer pet-themed raffle prizes, including gift baskets, pet products, and exclusive event experiences.

- **Silent Auction:** Auction off high-value items, such as pet grooming packages, training sessions, or sponsored products.
- **Games:** Host pet-focused games (e.g., “Fetch and Win,” photo contests) for small entry fees, appealing to families and pet owners.

Vendor Booths and Exhibits

- **Booth Sales:** Offer booth spaces to pet-related vendors, such as pet supply shops, local pet services, and artisans, at tiered pricing levels.
- **Price Points:** Charge based on booth size and location, with prices ranging from \$200 for standard booths to \$500 for premium spots.
- **Sponsorship Tie-Ins:** Provide vendors with the option to sponsor specific activities or booths for added exposure.

Digital Products and Services

- **Event Recordings:** Sell recorded sessions or workshops after the event for attendees and non-attendees.
- **Exclusive Online Content:** Create an online resource library with downloadable e-books on pet care, which can be sold or accessed through a donation.
- **Post-Event Availability:** Continue sales of digital content post-event to maximize revenue potential.

3. Strategic Pricing and Packaging

Competitive Pricing

- **Market Research:** Benchmark against similar events to set appropriate pricing for merchandise, VIP packages, and workshops.
- **Tiered Pricing:** Offer different levels for experiences, from general admission activities to VIP-exclusive packages, catering to various budget levels.

Bundle Packages

- **Family Bundle:** Combine family entry tickets with discounts on merchandise and food vouchers.
- **VIP Bundle:** Include VIP entry, premium seating, workshop access, and exclusive event merchandise at a discounted rate.
- **Benefit:** Bundles incentivize attendees to spend more by offering perceived value.

4. Marketing and Promotion

Pre-Event Promotion

- **Email Campaigns:** Highlight ancillary offerings in email updates, focusing on exclusive items and experiences.
- **Social Media:** Promote merchandise, workshops, and VIP experiences on social media, using visuals to build excitement.
- **Website Promotion:** Display bundles, exclusive items, and VIP packages prominently on the event website to encourage pre-event sales.

Onsite Marketing

- **Signage and Digital Displays:** Use clear signage to highlight merchandise booths, concessions, and ticket sales points. Digital screens can showcase exclusive items and upcoming sessions.
- **Event App:** If available, include ancillary items and session schedules in the event app to provide easy access to purchase options.

5. Seamless Sales and Transactions

User-Friendly Payment Systems

- **Multiple Payment Options:** Accept credit/debit cards, mobile payments, and cash for all sales, both online and onsite.
- **Contactless Payment:** Set up mobile payment systems (e.g., Square, PayPal Here) for quick, secure, and contactless transactions.

Sales Points

- **Merchandise Booths:** Set up merchandise sales at entrances, near high-traffic areas, and close to concessions.
- **Mobile Sales Carts:** Use roaming sales carts for merchandise and raffle tickets to maximize accessibility and minimize lines.

6. Engaging and Interactive Experiences

Interactive Elements

- **Photo Booth:** A pet-friendly photo booth with props and branded backgrounds for memorable photos; charge a small fee or donation for each print.
- **DIY Craft Station:** Offer a station where attendees can make pet toys or accessories, adding a fun, hands-on experience.

Experiential Marketing

- **Brand Activations:** Collaborate with sponsors for immersive experiences, such as a VR experience showcasing a day in the life of a shelter pet, or interactive games related to pet care.
- **Sponsored Giveaways:** Partner with sponsors to distribute branded samples or coupons in exchange for support or revenue share.

7. Sponsorship Integration

Sponsored Activities

- **Branded Activities:** Offer sponsors the chance to host or brand popular activities like the photo booth, raffle, or a pet costume contest, in exchange for financial support.
- **Sponsor Banners:** Provide branding opportunities on giveaways, raffle tickets, and activity booths, enhancing sponsor exposure.

Co-Branded Merchandise

- **Collaborative Merchandise:** Work with sponsors to create co-branded event merchandise, such as hats or T-shirts featuring both the ASPCA and sponsor logos.
- **Revenue Sharing:** Offer a revenue-sharing model where sponsors receive a portion of co-branded item sales.

8. Data Collection and Analytics

Sales Tracking

- **Real-Time Sales Monitoring:** Use sales tracking software to monitor merchandise, food, and ticket sales in real-time, allowing for on-the-spot adjustments.

- **Post-Event Analysis:** Review data to identify top-selling items and optimize future offerings.

Attendee Feedback

- **Surveys:** Collect feedback via email or mobile app surveys to gauge attendee satisfaction with ancillary offerings and identify areas for improvement.
- **Engagement Metrics:** Measure engagement through attendance at sessions, participation in games, and purchase data.

9. Efficient Inventory and Logistics Management

Inventory Management

- **Pre-Event Projections:** Estimate inventory based on past data, attendee numbers, and pre-event sales.
- **Real-Time Tracking:** Track inventory digitally to prevent stockouts and manage popular items effectively.

Logistics and Staffing

- **Setup and Staffing:** Ensure staff is available for setup, booth management, and teardown, particularly during peak times.
- **Training:** Train staff on sales techniques, payment processing, and customer engagement to streamline operations.

10. Post-Event Follow-Up and Analysis

Revenue Analysis

- **Breakdown by Category:** Analyze revenue by ancillary category (e.g., merchandise, food, workshops) to understand the most profitable streams.
- **Key Insights:** Document what worked well and make recommendations for improvements for future events.

Post-Event Sales

- **Leftover Merchandise:** Offer unsold items in a post-event sale to maximize revenue.
- **Digital Content:** Promote recorded sessions or e-books to attendees and non-attendees post-event for continued engagement and income.

