



FRANKLIN'S
FRIENDS
Helping Pets Across Central Florida

2020-2021
Corporate Partnership
Opportunities



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

September 5, 2020

Dear Sir/Madam,

I am the president of Franklin's Friends. We are an all-volunteer nonprofit 501(c)(3) organization whose mission is to support Central Florida animal welfare by fundraising for local nonprofit and government agencies that are dedicated to Shelter/Rescue, Spay/Neuter, or Community Education programs. Over the past 17 years Franklin's Friends has raised over 1.7 million dollars for local animal welfare. Our website is www.franklinsfriends.info.

We raise money primarily through two signature events – a fall dog walk-a-thon and a spring semiformal gala.

The seventh annual **HOWL-O-WEEN** will be on October 24, 2020. Given the COVID-19 pandemic the event will look a little bit different this year. We have decided to call it **HOWL-O-WEEN v2020**. It will feature peer to peer fundraising and an online pet costume photo contest leading up to the event. Then the day of the event we will join a MASSIVE Zoom call emceed by WMMO'S Denise Ryan. We will have a virtual scavenger hunt, trivia, bingo and more! Photo contest winners will be announced with top individual and team fundraisers. We expect over 250 animal lovers will log on to enjoy a morning of fun for the whole family.

The eighth annual *Unleashed. Uncorked. Unframed.* will be held on May 15, 2021 at the beautiful Mediterranean-themed Holy Trinity Reception Center in Maitland. It will be a magical evening with exemplary wines, gourmet cuisine, a spectacular auction, and a private art sale. We anticipate more than 250 animal lovers will don their cocktail attire and come together to support Franklin's Friends and local animal welfare. If it is not safe to hold the event in person we will offer a spectacular, interactive virtual option. In 2020, the virtual version of *Unleashed. Uncorked. Unframed.* raised over \$106,000!

In order to continue our efforts to support Central Florida animal welfare, we need the help of business leaders like you. We offer both annual corporate partnership opportunities and sponsorship opportunities for the individual events. These opportunities are detailed on the following pages. If you would like to join us as a corporate partner please complete and submit the enclosed form.

If you have any questions, please email me at franklinsfriends@gmail.com or call me at (407) 461-1768. Thank you for your support!

Monisha Seth

Monisha Seth, President
Franklin's Friends, Inc.



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Helping Pets Across Central Florida

2020-21 Annual Corporate Partnership Packages

DONOR BENEFITS	PLATINUM PAW PARTNER \$25,000	GOLD PAW PARTNER \$12,500	SILVER PAW PARTNER \$6,250	BRONZE PAW PARTNER \$2,500
“Presented by (your name)” on all advertising (typically radio and print) for all Franklin’s Friends events*				
Your company recognized as sponsor of “Tuesday’s Tails” social media feature				
Logo on all marketing materials for all Franklin’s Friends events*				
Logo and web link on home page of Franklin’s Friends website				Name and web link
<i>Unleashed. Uncorbed. Unframed.</i> Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
HOWL-O-WEEN Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
Recognition in all Franklin’s Friends email blasts	Logo and web link	Logo and web link	Name and web link	Link to Corporate Partners Page


*Production lead time permitting

- If you prefer, we can create a customized partnership package tailored to your specific needs
 - In-kind sponsors will receive all of the sponsorship level benefits except for event tickets/photo contest entries
 - Donor benefits apply for 12 months from the date of commitment to corporate partnership



2020 Sponsorship Packages

- If you prefer, we can create a customized sponsorship tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for photo contest entries

DONOR BENEFITS	PRESENTING SPONSOR \$10,000	GREAT DANE SPONSOR \$5,000	GOLDEN RETRIEVER SPONSOR \$2,500	LABRADOR SPONSOR \$1,000	BEAGLE SPONSOR \$500	CHIHUAHUA SPONSOR \$250
“ HOWL-O-WEEN presented by (your name)” on all advertising (typically radio and print)*						
Your company representative speaks during HOWL-O-WEEN v2020 Zoom meetup						
Your logo and weblink displayed during HOWL-O-WEEN v2020 livestream						
Your logo on all marketing materials for HOWL-O-WEEN v2020 *						
Logo on HOWL-O-WEEN v2020 pet costume photo contest website						
Your company thanked during HOWL-O-WEEN v2020						
Logo and web link on Franklin’s Friends website	12 months	9 months	8 months	7 months	5 months	3 months
Recognition on HOWL-O-WEEN v2020 website until 6 months after event	Logo and web link	Logo and web link	Logo and web link	Logo and web link	Name and web link	Name and web link
HOWL-O-WEEN v2020 Social Media Mentions	12 mentions	9 mentions	7 mentions	5 mentions	3 mentions	1 mention
HOWL-O-WEEN v2020 Zoom meetup registrations	10 registrations	5 registrations	4 registrations	3 registrations	2 registrations	1 registration
HOWL-O-WEEN v2020 pet costume photo contest entries	10 entries	5 entries	4 entries	3 entries	2 entries	1 entry

*Production lead time permitting



Unleashed. Uncorked. Unframed.

2021 Sponsorship Packages

- If you prefer, we can create a customized sponsorship tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for tickets

DONOR BENEFITS	PRESENTING SPONSOR \$10,000	GREAT DANE SPONSOR \$5,000	GOLDEN RETRIEVER SPONSOR \$2,500	LABRADOR SPONSOR \$1,000	BEAGLE SPONSOR \$500
<i>“Unleashed. Uncorked. Unframed. presented by (your name)”</i> on all advertising (typically radio and print)*					
Your logo on all <i>Unleashed. Uncorked. Unframed.</i> marketing materials*					
Your logo on invitation to <i>Unleashed. Uncorked. Unframed.*</i>					
Your logo displayed on signage at <i>Unleashed. Uncorked. Unframed.*</i>					
Your promotional item in swag bag given to all <i>Unleashed. Uncorked. Unframed.</i> guests					
Your company thanked during <i>Unleashed. Uncorked. Unframed.</i>					
Your logo and web link on <i>Unleashed. Uncorked. Unframed.</i> electronic auction bidding site					
<i>Unleashed. Uncorked. Unframed.</i> Reserved VIP Tickets	2 tables of 10	1 table of 10	4 tickets	2 tickets	
<i>Unleashed. Uncorked. Unframed.</i> Social Media Mentions	12 mentions	9 mentions	6 mentions	3 mentions	1 mention
Your logo and web link on Franklin’s Friends website	12 months	9 months	6 months	3 months	3 months
Recognition on <i>Unleashed. Uncorked. Unframed.</i> website from commitment until 6 months after event	Logo and web link	Logo and web link	Logo and web link	Name and web link	Name and web link
Recognition in <i>Unleashed. Uncorked. Unframed.</i> email blasts	Logo and web link	Name and web link	Name and web link	Link to sponsors page	Link to sponsors page

*Production lead time permitting



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2020-2021 Corporate Partnership Commitment Form

Business Name: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email Address: _____

Business Website: _____

Desired Sponsorship Level:

- Platinum Paw Partner \$25,000
- Gold Paw Partner \$12,500
- Silver Paw Partner \$6,250
- Bronze Paw Partner \$2,500

Please email your high resolution logo to franklinsfriends@gmail.com

- Check here if your donation is an in-kind donation**
- We are unable to participate as a sponsor. Enclosed is our donation of \$_____**

Payment Method:

- Check made payable to Franklin's Friends
- Credit Card (AmEx, Visa, MC, Discover)

Credit Card Number: _____

Expiration Date: _____ CVV: _____ Billing Zip Code: _____

Name on Card Printed/Signature: _____

If you prefer to pay by phone, please call (407) 461-1768

Application can be mailed to Franklin's Friends, 901 Versailles Circle, Maitland, FL 32751, faxed to (407) 629 8803, or e-mailed to franklinsfriends@gmail.com.

For more information, please call 407-461-1768.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 IN FL OR VISITING <http://www.freshfromflorida.com/Consumer-Resources>. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Florida registration CH38383. No fees paid to professional fund-raising consultant or solicitor. The organization receives 100% of each donation.