



FRANKLIN'S
FRIENDS
Helping Pets Across Central Florida

2020
Corporate Partnership
Opportunities



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

January 3, 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 15 years Franklin's Friends has raised over 1.5 million dollars local animal welfare. Our website is www.franklinsfriends.info

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

The seventh annual *Unleashed. Uncorked. Unframed.* will be held on May 16, 2020 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 almost 250 animal lovers will don their cocktail attire and come together to support Franklin's Friends and local animal welfare. In 2019 *Unleashed. Uncorked. Unframed.* raised a record \$132,000.

The seventh annual **HOWL-O-WEEN** Dog Walk-a-Thon and Canine Costume Contest will be in October, 2020 at Secret Lake Park in Casselberry. We will have a dog walk, canine costume contest, adoptable dogs, pet-friendly vendors, music and much more! We expect over 500 animal lovers will come out and enjoy a morning of fun for the whole family. Last year **HOWL-O-WEEN** raised over \$45,000.

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.



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

2020 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. Uncorked. 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/walk entries
 - Donor benefits apply for 12 months from the date of commitment to corporate partnership



Unleashed. Uncorked. Unframed.

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 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.”</i> presented by (your name)” 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
Your logo and web link on <i>Unleashed. Uncorked. Unframed.</i> website from commitment until 6 months after event	Every page	Every page	Sponsors page	Sponsors page	Name/Link on Sponsors page
Recognition in <i>Unleashed. Uncorked. Unframed.</i> email blasts	Name, logo and web link	Name and web link	Name and web link	Link to sponsors page	Link to sponsors page

*Production lead time permitting



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 walk 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 leads off dog walk						
Your logo on event signage at HOWL-O-WEEN *						
Your logo on all marketing materials for HOWL-O-WEEN *						
Your company representative is a judge for the Canine Costume Contest						
Your company thanked during HOWL-O-WEEN						
10 x 10 premium booth space at HOWL-O-WEEN with signage recognizing your sponsorship						
Logo and web link on Franklin’s Friends website	12 months	9 months	8 months	7 months	5 months	3 months
Logo and web link on HOWL-O-WEEN website from commitment until 6 months after event	Home page and Sponsors page	Home page and Sponsors page	Sponsors page	Sponsors page	Sponsors page	Name/link on Sponsors page
HOWL-O-WEEN Social Media Mentions	12 mentions	9 mentions	7 mentions	5 mentions	3 mentions	1 mention
HOWL-O-WEEN Walk Entries	15 entries	10 entries	8 entries	6 entries	4 entries	2 entries

*Production lead time permitting



FRANKLIN'S FRIENDS

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2020 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.



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

Franklin's Friends Statistics

1. Marketing Reach Statistics

- Email list – 1900 subscribers
- USPS mailing list – 1280 addresses
- Websites
 - Organization website: www.franklinsfriends.info
 - Average 16,799 hits/month 2019
 - “Unleashed. Uncorked. Unframed.” event website: www.unleashedfundraiser.info
 - 115,205 hits in 2019
 - HOWL-O-WEEN registration site: www.franklinsfriends.dojiggy.com
 - 7,227 hits in 2019

2. “Unleashed. Uncorked. Unframed.” Statistics

- Semiformal Gala
- 2019 Event
 - May 4, 2019 at Holy Trinity Reception Center
 - Sold out at 245 attendees (tickets \$125; \$175 VIP; \$2000 reserved VIP table for 10)
 - Raised over \$132,000
 - Major sponsors included AdventHealth, WMMO, John Michael Exquisite Weddings and Catering, Community Corner, Big Fin Seafood Kitchen, Foot & Ankle Sports Medicine Institute, and Southern Glazers Wine and Spirits
 - Full list of sponsors available at <http://www.unleashedfundraiser.info/#sponsors>
- 2020 Event
 - May 16, 2020 at Holy Trinity Reception Center
 - Anticipate sellout at 250 attendees (tickets \$200; \$2250 reserved table for 10)
 - Fundraising goal \$135,000
 - Sponsor recruitment is ongoing

3. HOWL-O-WEEN Dog Walk-a-Thon and Canine Costume Contest Statistics
 - Family friendly walk-a-thon with a leisurely dog walk, canine costume contest, vendors, adoptable dogs, and more!
 - 2019 Event
 - October 26, 2019 at Secret Lake Park in Casselberry
 - Approximately 500 attendees (\$20 registration fee in advance; \$25 at the door; waived for those who raise \$100)
 - Raised over \$45,000
 - Major sponsors included AdventHealth, WMMO, Community Corner, Duke Energy, Trendy Little Sweethearts, Common Sense Office Furniture, Tuscawilla Oaks Animal Hospital
 - Full list of sponsors available at <https://franklinsfriends.info/2019-howl-o-ween-sponsor>
 - 2020 Event
 - October, 2020 (date TBD) at Secret Lake Park in Casselberry
 - Anticipate 600 attendees (\$20 registration fee in advance; \$25 at the door; waived for those who raise \$100)
 - Fundraising goal \$50,000
 - Sponsor recruitment ongoing

4. Current Annual Corporate Partners (see above for individual event sponsors)
 - Gold Paw Partner AdventHealth
 - Gold Paw Partner WMMO
 - Silver Paw Partner Community Corner
 - Bronze Paw Partner Trendy Little Sweethearts