



**FRANKLIN'S
FRIENDS**
Helping Pets Across Central Florida

2023

Annual Corporate Partnership Opportunities

OUR MISSION

Our mission is to support Central Florida animal welfare by awarding grants to local non-profit and government agencies for shelter/rescue, spay/neuter, and community education programs.

OUR HISTORY

We started as a few pet lovers who came together to help raise money for our favorite Central Florida animal welfare organization. As we grew, we realized there were a lot of other amazing organizations that also needed financial support.

Today, we've grown into a 501(c)(3) nonprofit made up of several *hundred* volunteers.

OUR APPROACH

We primarily raise money through two signature events: our [Unleashed. Uncorked. Unframed.](#) gala and [HOWL-O-WEEN](#) Dog Walk-a-Thon and Canine Costume Contest. In turn, we grant those donations to deserving nonprofits dedicated to local animal welfare.

We are an all-volunteer 501(c)(3) nonprofit with no paid employees, and we pride ourselves on fiscal and veterinary responsibility.

OUR IMPACT

Since our inception in 2003, we are proud to say we've raised **over \$2 million** for local animal welfare organizations. Despite the COVID-19 pandemic, we were able to find creative ways to generate **over \$180,000 in donations in 2021.**

Animals have a huge impact on our lives. Help us continue to have a meaningful impact on theirs.



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Helping Pets Across Central Florida

Hello!

My name is Monisha Seth, and I am the president of Franklin's Friends. We are an all-volunteer 501(c)(3) nonprofit organization whose mission is to support Central Florida animal welfare by awarding grants to local nonprofit and government agencies that are dedicated to Shelter/Rescue, Spay/Neuter, and Community Education.

Over the past 19 years, **Franklin's Friends has raised over \$2 million for local animal welfare.** This has enabled us to make a major difference in the lives of countless dogs and cats in our community.

We raise money primarily through two signature events: *HOWL-O-WEEN* in the fall and *Unleashed. Uncorked. Unframed.* in the spring.

Our *Unleashed. Uncorked. Unframed.* gala will be held on May 20, 2023. We will celebrate the event's tenth anniversary at the beautiful, state-of-the-art Winter Park Events Center. It will be a magical evening with exemplary wines, gourmet cuisine, a spectacular auction, and a private art sale. We anticipate more than 300 animal lovers will don their cocktail attire and come together to support Franklin's Friends and local animal welfare. **In 2022, *Unleashed. Uncorked. Unframed.* raised a record-breaking \$172,000!**

Our tenth annual *HOWL-O-WEEN Dog Walk-a-Thon & Canine Costume Contest* will be held at Cranes Roost Park at Uptown Altamonte (date TBD in October 2023). We will have a dog walk, costume contest, adoptable dogs, pet-friendly vendors, music and much more! We expect over 750 animal lovers will come out and enjoy a morning of fun for the whole family. **In 2022, *HOWL-O-WEEN* raised over \$35,000.**

To continue our efforts to support animals in Central Florida — who are relying on us now more than ever — we need the help of business leaders like you! We offer both annual corporate partnerships and sponsorships for our individual events. These opportunities are detailed on the next few pages. If you would like to join us as a corporate partner, please complete and submit the enclosed form.

To learn more about us and our community impact, visit FranklinsFriends.info. If you have any questions, please email me at FranklinsFriends@gmail.com or call me at [\(407\) 461-1768](tel:(407)461-1768). Thank you in advance for your support!

Monisha Seth

Monisha Seth, President
Franklin's Friends, Inc.

FranklinsFriends.info



FranklinsFrnds



FranklinsFriends



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2023 Annual Corporate Partnership Opportunities

Donor Benefits	Platinum Paw \$25,000	Gold Paw \$12,500	Silver Paw \$6,250	Bronze Paw \$2,500
Recognition as presenting sponsor on all advertising (typically print and radio) for Franklin's Friends and all our events*				
Logo on Tuesday's Tails social media feature				
Logo on marketing materials for all our events*				
Logo and weblink on Franklin's Friends' website home page				Name/Weblink
Unleashed. Uncorked. Unframed. Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
HOWL-O-WEEN Dog Walk-a-Thon and Canine Costume Contest Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
Recognition in all Franklin's Friends' e-mail blasts	Logo/Weblink	Logo/Weblink	Name/Weblink	Link to Corporate Partners Page

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 tickets for Unleashed. Uncorked. Unframed. and walk entries and complimentary tent/table/chairs for the HOW-O-WEEN Dog Walk-a-Thon and Canine Costume Contest

In-kind sponsors are not eligible for Platinum Paw status.

Donor benefits apply for 12 months from the date of commitment to corporate partnership.



Unleashed. Uncorked. Unframed.

2023 Sponsorship Packages

Donor Benefits	Presenting Sponsor \$10,000	Great Dane Sponsor \$5,000	Golden Retriever Sponsor \$2,500	Labrador Sponsor \$1,000	Beagle Sponsor \$500
Recognition as a presenting sponsor on all Unleashed. Uncorked. Unframed advertising (typically radio and print)*					
Your logo on all Unleashed. Uncorked. Unframed. marketing materials*					
Your logo on the Unleashed. Uncorked. Unframed. invitation*					
Your logo displayed on signage at Unleashed. Uncorked. Unframed.*					
Your promotional item in swag bag given to all Unleashed. Uncorked. Unframed. guests					
Your company thanked during Unleashed. Uncorked. Unframed.					
Your logo and weblink on Unleashed. Uncorked. Unframed. electronic auction bidding site					
Unleashed. Uncorked. Unframed. tickets	2 Tables of 10	1 Table of 10	4 Tickets	2 Tickets	
Unleashed. Uncorked. Unframed. social media mentions	12 Mentions	9 Mentions	6 Mentions	3 Mentions	1 Mention
Your logo and weblink on Franklin's Friends' website	12 Months	9 Months	6 Months	3 Months	3 Months
Your logo and weblink on Unleashed. Uncorked. Unframed. website sponsor page from commitment until 6 months after event	Logo/Weblink	Logo/Weblink	Logo/Weblink	Logo/Weblink	Name/Weblink
Recognition in Unleashed. Uncorked. Unframed. email blasts	Logo/Weblink	Logo/Weblink	Logo/Weblink	Link to Sponsors Page	Link to Sponsors Page

* Production lead time permitting.



2023 Sponsorship Packages

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
Recognition as a presenting sponsor on all HOWL-O-WEEN advertising (typically radio and print)*						
Your company representative kicks off the walk carrying a sign bearing your logo						
Your logo on event signage at HOWL-O-WEEN*						
Your logo on all marketing materials for HOWL-O-WEEN*						
Your company representative judges the costume contest						
Your logo featured on walk T-shirt						
Your company thanked during HOWL-O-WEEN						
10 x 10 booth space with electric and water at HOWL-O-WEEN	 Includes tent, one 6' table, 2 folding chairs	 Includes tent, one 6' table, 2 folding chairs	 Includes tent, one 6' table, 2 folding chairs	 Must supply tent, table, and chairs	 Must supply tent, table, and chairs	 Must supply tent, table, and chairs
Logo and weblink on Franklin's Friends' website	12 Months	9 Months	8 Months	7 Months	5 Months	3 Months
Recognition on HOWL-O-WEEN website from commitment until 6 months after event	Logo/Weblink	Logo/Weblink	Logo/Weblink	Logo/Weblink	Logo/Weblink	Name/Weblink
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

Helping Pets Across Central Florida

2023 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 1 (855) 202-1637, 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.