



# Howl-A-Day Jubilee

A Domestic Animal Services Event  
Nov. 17, 2007

Veterans Community Park  
2006 Funds Raised: \$4,403



**This year's fundraising goal is \$7,000!**



# Howl-A-Day Jubilee



## Fashion Show Hounds



## Clotheshound Game





# Howl-A-Day Jubilee



WHO? Collier County Domestic Animal Services  
Collier County Parks & Recreation

WHEN? Saturday, November 17, 2007  
2 p.m.-7 p.m.

WHERE? Veterans Community Park  
1895 Veterans Parks Dr.  
Naples, Florida  
Off I-75 Exit 111  
(Immokalee Road Exit)

THEME? Early holiday  
pet appreciation

## PAST VENDORS

Starbucks Coffee, Arbonne Cosmetics, Korbie's Den, Naples Dog Magazine, Ruff-N-It Doggie Daycare, Pet Cremations, Groomingdales, Dudley's Dog Bakery, Pet Grooming & More, Pooch Press, Flashy Furs, Healing Paws-Abilities & More!

# Howl-A-Day Jubilee



## Sponsorships Make The DIFFERENCE

Want to touch the hearts of your customers and find new ones?

Be the business everyone wants to thank.

By sponsoring Howl-A-Day Jubilee you will show compassion for homeless animals, support for measures to prevent pet overpopulation and win the hearts of existing and NEW customers.

**More than 2,000 pet owners** and their furry legged friends attended the first Howl-A-Day Jubilee in 2006 on Nov. 18. Howl-A-Day Jubilee is the most successful launch for a new event by Collier County Government.



Howl-A-Day Jubilee is a fundraiser for Domestic Animal Services (DAS), the public animal shelter of Collier County.

**Why is fundraising important?** DAS created the DAS Donation Trust Fund for the purpose of purchasing needed items, educating the public and providing emergency care to homeless animals during times of need.

Event sponsorships are different than Advertising sponsorships. Advertising trades are accepted and media outlets should contact Camden Smith with proposals at (239) 530-5326.



# T Howl-A-Day Jubilee



Event activities include:

Shelter Dog Showcase (2:30 p.m. and 5 p.m.)

Pet & Pet Owner Look-a-Like Contest

Pet Photos by professional photographer



Dog Agility Demonstrations throughout event

More than 35 vendors with pet goods for sale

Pet & Pet Owner Games (prizes awarded)

Pet Psychic - What are pets thinking about us?

Raffles for high-end pet items donated by vendors/sponsors

Pet water stations

Concessions for sale



# Jubilee Howl-A-Day



All donations are tax deductible to the DAS Donation Trust Fund.

## EVENT SPONSORSHIPS

### Bronze Sponsor Donations

 Fashion show runway (TAKEN) FUNDS NEEDED: \$580

 Event Program Printing (TAKEN ALREADY) FUNDS NEEDED: \$640

*(Printer will match \$400)*

**Bronze Sponsors Get:** Logo on Jubilee Flyer at bottom (35,000 flyers sent home with children at Collier County public schools), Event Program listing and logo in North Naples Journal Ad - a \$1,500 value

### Silver Sponsor


 Event 70 (8') tables/300 chairs rental fee FUNDS NEEDED: \$1000

 Pet Bandanas for giveaways (Qty 500) Donate or provide: \$970

**Silver Sponsors Get:** Bronze Package PLUS logo in Parent-Child Magazine Ad A \$2,200 VALUE: \$1,000 in FLYERS and \$700 of PRINT ADS

### Gold Sponsor

 Event Banners Size 4 by 8 (TAKEN) FUNDS NEEDED: \$1,200

 Event Totes (Qty 700) FUNDS NEEDED: \$2190

**Gold Sponsors Get:** Silver Package PLUS mentioned as sponsor in ALL radio ads A \$6,400 VALUE: \$1,700 Silver Package (above) & \$3880 in Radio Ads

### Platinum Sponsor

 Tent rentals for vendors & raffles (40 tents) FUNDS NEEDED: \$5,000

**Platinum Sponsors Get:** Gold incentives PLUS booth at event and logo in Naples Daily News Ad (\$1,200 value) for a total of A \$7,700 VALUE

**NOTE: No sponsor logos will be added to the event flyer after Sept. 21, 2007  
Compensation for sponsors will be provided through other means - call Camden 530-5326**



# How-A-Day Jubilee



## ADVERTISING PLANS

Event Sponsors are listed in the event program & event sponsor banner.

### **Flyers**

35,000 full-color flyers are sent home with students at all Collier County Public Schools

10,000 bookmark sized handouts are distributed in all Collier County's public libraries and at vendors' place of business

### **Print Ads**

2 Naples Daily News Showcase section ads, 1st 2 weeks of Nov

One Southwest Florida Parent-Child Magazine (October issue) reminder in Nov. issue

North Naples Journal November Ad by Parks & Recreation with event mention

Naples Dog Magazine Fall Issue half page ad

### **Radio Ads**

WINK 96.9 FM Ads Oct 22-Nov 13, 10 ads per week 30 days before event; Total of 40 ads on Mondays and Tuesdays

Lite 93.7 FM Ads Oct 22-Nov 13, 10 ads per week 30 days before event; Total of 40 ads on Mondays and Tuesdays

### **TV Ads**

TV ads (Oct 22-Nov 13) during DAS's Happy Tails TV Show on Comcast 11 Time Warner 16, airing every night at 7 p.m.

**Advertising trades are welcomed as media sponsorships.  
Contact Camden Smith at 239-530-5326.**



# Be a Sponsor... Save Homeless Animals

- As a sponsor you receive improved recognition and advertising
- Sponsors may donate cash, in-kind goods or event needs (sound system, lighting, poop bags etc.) **Cash is also accepted**
- Platinum Sponsors **MUST MAKE A FINANCIAL DONATION**, no in kind donations—
- Sponsors are encouraged to display bookmark size flyers in places of business
- To sponsor Howl-A-Day Jubilee fill out the attached sponsorship registration on Page 8 and send to:  
DAS c/o Howl-A-Day Jubilee Donation Coordinator • 7610 Davis Blvd. • Naples, FL 34104
- Do not send a check at the time you sign up to be a sponsor. DAS staff will contact you on the final amount to process payment for sponsored items.



## What level should I be as a sponsor?

If you want **free advertising** for your business your best bet is to be a Gold or Platinum sponsor.

If you wish to donate funds for items needed to purchase as an Event Sponsor, you may donate additional dollars directly to the DAS Donation Trust Fund and increase your sponsorship level.

**FOR ADVERTISING SPONSORSHIPS,** Contact Camden Smith, the Howl-A-Day Jubilee Host at (239) 530-5326.

We look forward to having you as a sponsor—

*Funds raised will be used for emergency needs that could include but not be limited to: micro-chipping clinics, emergency supplies, veterinary care etc.*



# I WANT TO BE A SPONSOR

## Registration Form

**If you sign up for a specific sponsor level, you will pay the vendor directly and can still be used as a tax deductible donation to the DAS Donation Trust Fund.**

---

**Name of Business:** \_\_\_\_\_

---

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Sponsor Level (choose one):**

Bronze Sponsor    Silver Sponsor    Gold Sponsor    Platinum Sponsor

If you are a Platinum Sponsor check if you wish to have a booth at the Howl-A-Day Jubilee Event on Nov. 17, 2007.

**Items/funds you are donating (be specific and advise if pick up is necessary):**

---

---

---

---

---

---

---

---

*Booths for sponsors and vendors alike will be assigned prior to the event.*

Send this registration form by mail with a check payable to DAS Donation Trust Fund to:  
Domestic Animal Services Donations Coordinator  
7610 Davis Blvd.  
Naples, FL 34104

I hereby certify, as a sponsor, the items and funds listed above will be donated and delivered to the DAS Donation Trust Fund 60 days prior to the event (Sept. 17, 2007).

(Signature) \_\_\_\_\_ (Date) \_\_\_\_\_