



THE CAT ADOPTION TEAM'S

Whisker
wonderland

FRIDAY, NOVEMBER 5, 2010

SPONSORSHIP OPPORTUNITIES

Silent and Live Auctions | Champagne Raffle | Golden Tickets

NEW THIS YEAR: CAT's first-ever online auction!

Be among the first to sponsor this exciting new feature of our annual gala.
(The online auction will run two weeks prior to the actual event.)

Please see Page 3 for online auction sponsor benefits

FAT CAT ~ \$5,000 (ONLY 1 AVAILABLE)

Presenting Sponsor of Event & Live Auction

- ◆ Exclusive sponsorship of Whisker Wonderland 2010
- ◆ Logo on Live Auction bid cards
- ◆ Presenting sponsor banner at event
- ◆ Logo featured in PowerPoint played during Silent Auction
- ◆ On-screen and emcee mention during Live Auction
- ◆ Full-page sponsor recognition ad in event program
- ◆ Primary recognition on all marketing materials
- ◆ Logo **AND** link on CAT Website
- ◆ Logo **AND** link on CAT Online Auction Website (*live in September*)
- ◆ Recognition in CAT's print and electronic newsletters (*electronic distribution 4,000, print circulation 10,000*)
- ◆ Premier sponsor table: VIP seating for 8 at the event
- ◆ Entry for 8 to pre-auction VIP reception
- ◆ Opportunity to speak in person at event
- ◆ Custom table signage

TOP CAT ~ \$2,500

Silent Auction Table Sponsors

- ◆ Custom signage at your designated Silent Auction table (*3 available*)
- ◆ On-screen mention during Live Auction
- ◆ Logo featured in PowerPoint played during Silent Auction
- ◆ Half-page sponsor recognition ad in event program
- ◆ Recognition in all printed marketing materials
- ◆ Logo **AND** link on CAT Website
- ◆ Logo **AND** link on CAT Online Auction Website (*live in September*)
- ◆ Recognition in CAT's print and electronic newsletters
- ◆ VIP seating for 8 at the event
- ◆ Entry for 8 to pre-auction VIP reception
- ◆ Custom table signage

COOL CAT ~ \$1,500 (ONLY 6 AVAILABLE)

- ◆ Quarter-page sponsor recognition ad in event program
- ◆ Recognition in all printed marketing materials
- ◆ Link on CAT Website
- ◆ Link on CAT Online Auction Website (*live in September*)
- ◆ Recognition in CAT's print and electronic newsletters
- ◆ Seating for 4 at the event/entry to pre-auction VIP reception
- ◆ Custom table signage

CAT'S MEOW ~ \$500

- ◆ Sponsor recognition in event program
- ◆ Logo and link on CAT Website
- ◆ Recognition in CAT's print & electronic newsletters
- ◆ Seating for 2 at the event

CONTRIBUTOR

In-kind Donation/Underwriting of Services

Donate your special skills or services to make this event a huge fundraising success for the cats. Needed: printing, advertising, signage, AV equipment rental, decorations, and food/beverage (including wine/alcohol)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Champagne Sponsor

\$750

Provide unlimited champagne for the 50 guests who participate in our champagne raffle. Benefits: engraved logo on keepsake champagne flute, signage at event, recognition in event program/print and electronic newsletters, and logo/link on CAT Website.

Golden Ticket Sponsor

\$250

Benefits: your logo printed on 100 Golden Tickets sold prior to event and night of, recognition in event program/print and electronic newsletters, and logo/link on CAT Website for pre-auction Golden Ticket sales.

Business Card Ads

\$200

Show your support for CAT by purchasing a business card size ad that will be placed in the event program. *Details will be provided.*



Sponsorship Deadlines:

Online Auction - Friday, June 25, 2010

Other Levels - Monday, September 13, 2010

For more information contact:

Kim Christiansen, Development Manager

kimc@catadoptionteam.org



FRIDAY, NOVEMBER 5, 2010

ONLINE AUCTION SPONSOR BENEFITS

Be part of the Cat Adoption Team's First Online Auction in conjunction with our Whisker Wonderland "in person" event on Friday, November 5, 2010.

Online Auction Dates: Monday, October 18 – Sunday, October 31, 2010

WHY YOU SHOULD BE INVOLVED

CAT's online auction is the perfect way for you to achieve widespread visibility by tapping into an engaged, active community to promote your products and services. The online auction is a fun way to raise a LOT of money for the cats at CAT!

AND THAT'S NOT ALL!

CAT's online auction will be part of the BiddingForGood (*cMarket*) civic-minded community of 150,000+, opening up bidding to a much broader audience of cat lovers. The extra participation BiddingForGood drives to auction sites increases online bidding and generates more money for CAT and more exposure for you - all at no extra cost to you or CAT.

BECOME A HOME PAGE ONLINE AUCTION SPONSOR

- ◆ Have your logo and/or link appear on distinct auction home pages in support of CAT's mission. You may also include text.
- ◆ Reserve one of ten sponsor positions: one Fat Cat "above the fold" (*on the first visible window, no scrolling down the page*), and three Top Cat and six Cool Cat below the fold.
- ◆ Fat Cat and Top Cat sponsorships display logos, links, and sponsor names. Cool Cat sponsorships display links and sponsor names.
- ◆ Receive mention in the auction program and in person the night of the event.

THE BENEFITS OF BEING A HOME PAGE ONLINE AUCTION SPONSOR

- ◆ Your logo, with a link to your Website, will be featured on the auction's home page. Drive traffic to your site and tie your brand to CAT, a recognized local "good cause."
- ◆ To promote the auction, we're sending eight targeted e-mail communications to our entire database of 4,000 committed sponsors, donors, friends, and volunteers. That's more than 32,000 "impressions," or number of times your logo will be seen. And that's not even counting the pass-along rate! The fair market value of this benefit is \$1,920, based on an average cost of \$240 per email.
- ◆ We'll feature your logo with a link to your Website on our online auction home page, put reminders in our e-Tails newsletter, and promote the online auction through social networking sites.
- ◆ The online auction is an outstanding "viral" marketing tool. Our members will pass along our e-mail messages to their friends and family – reaching many people outside CAT's circle.

SPONSOR INFORMATION

Name / Business (as it should appear in program): _____

Address: _____ City/State/Zip: _____

Contact Phone: _____ Business Phone: _____

Email Address: _____ Website: _____

WE WOULD BE PROUD TO BE A:

- Fat Cat Sponsor \$5,000
- Top Cat Sponsor \$2,500
- Cool Cat Sponsor \$1,500
- Cat's Meow Sponsor \$500
- Business Card Ad Sponsor \$200
- Champagne Sponsor \$750
- Golden Ticket Sponsor \$250
- In-Kind Donation/Underwriting of Services

Enclosed is my sponsorship payment of \$_____ (Please make checks payable to Cat Adoption Team)

We would like to make an in-kind donation / donation of services (description):
_____ Value \$_____

We would like to contribute \$_____ to help underwrite a portion of the event.

Signature: _____

VISA / MASTERCARD / DEBIT

NAME ON CARD: _____

CARD #: _____ EXPIRATION DATE: _____

SIGNATURE: _____

(just add initials if emailing)

PLEASE RETURN TO: KIM CHRISTIANSEN
BY FAX: 503 853 7989 - BY MAIL: Cat Adoption Team

Questions? Contact Kim at:
(503) 925 8903 x257 or kimc@catadoptionteam.org

14175 SW Galbreath Drive
Sherwood, Oregon 97140

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CAT ADOPTION TEAM
WHISKER WONDERLAND
FRIDAY, NOVEMBER 5, 2010
SPONSORSHIP AGREEMENT



cat adoption team

The Cat Adoption Team is a 501(c)(3) publicly supported charity (ID# 20-0773189). Any donations to CAT are deductible to the full extent allowed by law.

14175 SW GALBREATH DRIVE
SHERWOOD, OREGON 97140
WWW.CATADOPTIONTEAM.ORG