

2019 Sponsorship Guidelines



Tier	Definition	Sponsorship Benefits
Platinum Paw Partner	<ul style="list-style-type: none"> • General partners or individuals that have donated a minimum of \$2,500 in cash (large paw print plaque sponsors) 	<ul style="list-style-type: none"> • Dog-Harmony partner video published to website and on social media minimum of once per quarter • Two (2) complimentary tickets to a signature event + two (2) tickets to a Humane Education Symposium • Sponsor name, logo & website link published on Dog-Harmony’s website for the year • Tagged and featured at least once per month in Dog-Harmony’s social media (FB, IG) • Publicly recognized at all of Dog-Harmony signature events • Sponsor logos are included on all event flyers – digital & print
Diamond Sponsor	<ul style="list-style-type: none"> • General partners or individuals that have committed \$1,500 in cash for the year (medium-sized paw print plaque sponsors) 	<ul style="list-style-type: none"> • Company sponsor logos & website links published on Dog-Harmony’s website for the year • Tagged and featured at least bi-monthly in Dog-Harmony’s social media (FB, IG) • Publicly recognized at all of Dog-Harmony signature events • Sponsor logos are included on all event flyers – digital & print
Emerald Sponsor	<ul style="list-style-type: none"> • Sponsors that have committed a minimum of \$500 in cash for the year (small-sized paw print plaque sponsors) 	<ul style="list-style-type: none"> • Company sponsor names published on Dog-Harmony’s website for the year • Publicly recognized at each of the five (5) annual Grand Boulevard signature events and on social media • Company names and logos published in Grand Boulevard signature event flyer(s) – digital & print

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<p>Presenting Sponsor</p>	<ul style="list-style-type: none"> • Sponsors that select one signature event to present – sponsorship cash value of \$250 	<ul style="list-style-type: none"> • Company sponsor names and logos are published on Dog-Harmony’s website under the specific signature event • Publicly recognized and thanked at the sponsored signature event • Company names and logos published in Grand Boulevard signature event flyer – digital & print
<p>Venue Partners</p>	<ul style="list-style-type: none"> • Sponsors that host events for Dog-Harmony 	<ul style="list-style-type: none"> • Designated as co-hosts of events in social media • Company logos published in sponsored event flyers – digital and print • Ambassadors that make an additional cash donation to Dog-Harmony shall have company logos and websites published on Dog-Harmony’s website
<p>In-Kind Donors</p>	<ul style="list-style-type: none"> • Sponsors that contribute in-kind items and/or trade services to Dog-Harmony 	<ul style="list-style-type: none"> • Thanked in social media at the time of the donation
<p>Donation Jars</p>	<ul style="list-style-type: none"> • Sponsors that collect donations on behalf of Dog-Harmony 	<ul style="list-style-type: none"> • Company names and locations published on Dog-Harmony’s website in a “where to find” capacity