



Orphaned Pet Awareness Week

An opportunity to participate in a significant effort to prevent pets from ending up homeless when their owners die and reduce the number of pets unnecessarily euthanized each year

**Presented by: 2nd Chance 4 Pets
September 12-18, 2005**

Our Goal:

To decrease the number of companion animals relinquished and euthanized each year due to the death or disability of their human companions by educating current and future pet owners about planning for their pets future care. 2nd Chance 4 Pets works to raise awareness of this problem by encouraging people to plan for their pets, ultimately reducing the number of pets euthanized.

Dear Sponsor,

Orphaned Pet Awareness Week is an opportunity for your business to be associated with a truly compassionate cause. This week was established as a tribute to the 800 pets that were orphaned on 9-11 when their human companions tragically died. Fortunately, animal rescue groups were able to rally together to find new homes for these pets, but unfortunately this is rarely the outcome. **Every year 500,000 pets are relinquished to shelters and euthanized due to the death or disability of their human companions.** 2nd Chance for Pets, a non-profit organization based in Los Gatos, CA, is the first and only organization to focus their efforts on this long, unrecognized issue. The organization's goals are to educate shelters, animal welfare groups, veterinarians and pet owners about the importance of planning for the lifetime care of their pets and providing information about the various planning options available to them.

The week of September 12-18, 2005, 2nd Chance 4 Pets will launch Orphaned Pet Awareness Week, an educational campaign throughout the state of California. 2nd Chance 4 Pets has partnered with Ketchum West Public Relations to create awareness and to educate pet owners and encourage them to plan for the lifetime care of their pets. During this week, a media campaign will take place and we will be distributing brochures and information to thousands of pet owners, animal shelters, animal rescue groups and veterinarians. These brochures will include information about how to plan for the lifetime care of pets in case of unexpected death

or disability in addition to how to ensure care for pets during unexpected emergency situations. Our literature will contain emergency cards for pet owners to complete for their pets and will list information directing people to adoption centers and adoption fairs in their area.

About Our Organization

2nd Chance 4 Pets is an all-volunteer, 501(c)(3) non-profit organization located in Los Gatos, California. We were established in response to the large number of pets orphaned each year and tragically euthanized and we focus our efforts on decreasing the number of companion animals unnecessarily euthanized nationwide. By educating pet owners about the options regarding lifetime care solutions for their pets, we will help to ensure that their beloved animal companions will receive the lifetime care they deserve. Our efforts to create awareness and educate pet owners are essential to reducing the euthanasia rate of our pets.

2nd Chance 4 Pets invites you to participate in our compassionate campaign. We seek partners who understand the need for our programs and resources. Please review the information below outlining the sponsorship programs available for Orphaned Pet Awareness Week taking place on September 12-18, 2005.

Platinum Paw Sponsorship

Total Donation \$7500

Your company logo prominently displayed on all PR materials – including press kits- for duration of program

Your company logo prominently displayed on the 2nd Chance 4 Pets website for 12 months with a link to your website

Your company logo prominently displayed on 2nd Chance 4 Pets direct mail postcards to be distributed to 10,000 pet owners

Your company logo prominently displayed on 2nd Chance 4 Pets brochures to be distributed to thousands of pet owners, animal welfare groups, veterinarians and senior groups

Half page ad in our September quarterly issue of *The Companion*, 2nd Chance for Pets newsletter, which is distributed to 10,000 pet owners across the U.S.

Significant name recognition in press release materials generated to promote the campaign

Your company logo prominently displayed on all campaign t-shirts and hats

Prominent signage including your company logo at 2nd Chance 4 Pets booths at regional pet consumer events and animal welfare conferences including Bark in the Park taking place in San Jose, CA. on Sept 17 with over 13,000 pet owners expected to attend

Opportunity to distribute promotional gifts with your corporate logo to shelter group participants and volunteers

Gold “Alpha Dog” Sponsorship

Total Donation \$2500

Your company logo in all PR materials – including press kits- for duration of the program

Recognition and link to your website on the 2nd Chance 4 Pets website for four months

Quarter page ad or coupon in The Companion Newsletter distributed to 10,000 pet owners across the U.S.

Signage with your company logo at 2nd Chance 4 Pets booths at regional pet consumer events and animal welfare conferences

Big Dog Diamond Sponsorship

Total Donation \$10,000

Any combination of the above opportunities

To complete your Sponsorship agreement, please call us at (408) 871-1133 or send an email to info@2ndchance4pets.org and please indicate your desired level of participation before July 29, 2005. The success of the Orphaned Pet Awareness Campaign depends upon our Sponsors. We deeply appreciate your commitment to our efforts.