



Berea ARF's 10th Annual

MONSTER MUTT DASH & HOWL-O-WEEN AFTER-PARTY

SATURDAY • OCTOBER 14th • BEREA



BARK, GET SET, GO!!!!

Dear Friend of ARF- The 10th Annual Monster Mutt Dash and Howl-O-Ween After-Party is coming October 14th at the Cuyahoga County Fairgrounds in Berea.

The Monster Mutt Dash has become one of Berea ARF's most popular events of the year attracting over 1,300 runners and spectators. And this year promises to be bigger and better than ever! Runners and pooches of all ages and abilities enjoy the scenic 5K course, while the 1 Mile Fun Walk is a sight to see with hundreds of people and their dogs, most in costume, trekking at a more casual pace.

The pet costume contest is the highlight of the Howl-O-Ween After-Party. This year we return to the Cuyahoga County Fairgrounds with its gazebo park as the backdrop for a family and pet-friendly day of games, superb raffle baskets, delicious food, great music and celebrities.

Sponsorship opportunities are available now! We look forward to having your company be a part of this most popular event. Help us MASH the DASH and fight the plight of homeless and abused animals in our community - be a sponsor of the 10th Annual Monster Mutt Dash!

Contact:

Michelle Palmer

ARF Organizational Advancement

Tel: 440-610-1863

Email: arfdevelopmentdirector@gmail.com

BereaAnimalRescue.com

**GET YOUR BUSINESS
IN FRONT OF
THOUSANDS OF
ANIMAL
ENTHUSIASTS!**

ARF relies exclusively on donations and fundraising events like the Monster Mutt Dash to provide food, shelter and much needed medical attention to the homeless animals that rely on us.

With an operating budget of \$560,000 per year, your generous contributions to events like the Monster Mutt Dash are critical to supporting our No-Time-Limit shelter and helping to place our animals into loving, forever homes.

Please consider being a sponsor for this unique event. We are confident that you will find the sponsorship levels and benefits worthy of your sponsorship donation.



A non-profit 501(c) (3) organization. 390 Barrett Road, PO Box 544, Berea, OH 44017 BereaAnimalRescue.com



Berea ARF's 10th Annual

MONSTER MOUTH DASH & HOWL-O-WEEN AFTER-PARTY

SPONSORSHIP OPPORTUNITIES

1 SPOT ONLY

Your Company Receives:	Silver \$250	Gold \$400	Water Stop \$500	Platinum \$600	See pages 3 thru 5 for New and Rewarding Corporate Sponsorship Opportunities!
Company Logo on 1,000 Event T-shirts*	-	Medium Logo	Large Logo	Large Logo	
Company Logo/Link on Event Website Main Page	Small Logo	Medium Logo	Large Logo	Large Logo	
Commit by Sept 11th and receive complimentary AD in ARF 2018 Calendar					
"Thank-You" Announcements by Celebrity Emcee					
Company Promotional Flyer / Products at Event Check-In Table					
Mention in ARF Facebook Event Listings (15K Followers)					
Company Logo on Event Signage and Programs					
Complimentary Vendor Spot	-	-			
Company listing in ARF eBlast (7,500 subscribers)	-	-			
Complimentary company signage at Event	-	-	-		

* Quantities listed are based on historical and projected event pre-registration numbers. High resolution logo artwork received by September 25th will be included on event Tshirts.





Berea ARF's 9th Annual

**MONSTER
MUTT
DASH &**

**HOWL-O-WEEN
AFTER-PARTY**

CORPORATE / EVENT SPONSORSHIP OPPORTUNITIES

\$1,000 Supporting Sponsor

Event-specific visibility, recognition and benefits:

- LOGO AND LINK on all pages of the Monster Mutt Dash event web pages
- PUBLIC THANK YOU and acknowledgement at the event (1,300 guests)
- RECOGNITION on signage and program at the event
- VENDOR TABLE at the event
- LARGE logo in event t-shirt
- LOGO AND RECOGNITION in email blast to ARF supporters (7,500 subscribers)
- COMPLIMENTARY AD in 2018 ARF Calendar (commit by September 11th)
- PROMOTIONAL FLYER / PRODUCTS at Event Check-In Table
- POST on ARF Event Facebook page

Corporate, ongoing visibility and recognition:

- THREE MONTH LOGO placement on the ARF website home page
- RECOGNITION POST on Facebook (15,000 followers)



CORPORATE / EVENT SPONSORSHIP OPPORTUNITIES

\$2,500 Partner Sponsor

Event-specific visibility, recognition and benefits:

MEDIA RECOGNITION in press release

LOGO AND LINK on all pages of the Monster Mutt Dash event web pages

PUBLIC THANK YOU and acknowledgement at the event (1,300 guests)

RECOGNITION on signage and program at the event

VENDOR TABLE at the event

LARGE logo in event t-shirt

LOGO AND RECOGNITION in email blast to ARF supporters (7,500 subscribers)

COMPLIMENTARY AD in 2018 ARF Calendar (commit by September 11th)

PROMOTIONAL FLYER / PRODUCTS at Event Check-In Table

POST on ARF Event Facebook page

Corporate, ongoing visibility and recognition:

SIX MONTH LOGO placement on the ARF website home page

RECOGNITION POST on Facebook (15,000 followers)

BROCHURE OR COUPON included in all adoption folders for one year (1,000*)

* Quantities listed are based on historical adoption data.



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**MONSTER
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CORPORATE / EVENT SPONSORSHIP OPPORTUNITIES

\$5,000 Major Sponsor

Event-specific visibility, recognition and benefits: Monster Mutt Dash

SPONSORED BY reference in all public occurrences of the event name

MEDIA RECOGNITION in press release

LOGO AND LINK on all pages of the Monster Mutt Dash event web pages

PUBLIC THANK YOU and acknowledgement at the event (1,300 guests)

RECOGNITION on signage and program at the event

VENDOR TABLE at the event

LARGE logo in event t-shirt

LOGO AND RECOGNITION in email blast to ARF supporters (7,500 subscribers)

COMPLIMENTARY AD in 2018 ARF Calendar (commit by September 11th)

PROMOTIONAL FLYER / PRODUCTS at Event Check-In Table

POST on ARF Event Facebook page

Corporate, ongoing visibility and recognition:

ONE YEAR LOGO placement on the ARF website home page

RECOGNITION POST on Facebook (15,000 followers)

LOGO AND RECOGNITION in one monthly e-blast to 7,500 subscribers

BROCHURE OR COUPON included in all adoption folders for one year (1,000)

* Quantities listed are based on historical adoption data.



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SPONSORSHIP APPLICATION

Thank you for your interest in joining our line-up of fabulous 10th Annual Monster Mutt Dash and Howl-O-Ween After-Party sponsors! Please complete this form, scan and email or mail to the address below along with your payment/donation. Thanks for helping us MASH the DASH for homeless animals!

DEADLINE: September 29, 2017

Business/Organization Sponsorship Application

Business Name: _____

Address: _____

City: _____ ST _____ ZIP _____

Web site address: _____

Contact Name: _____

Contact phone number: _____

Contact e-mail address: _____

Brief description of Business/Organization: _____

Sponsorship Level	Silver \$250	Gold \$400	Water Stop \$500	Platinum \$600
Partner Sponsor \$2,500	Major Sponsor \$5,000			

- I will provide my high resolution logo artwork ASAP and no later than September 22 (All levels)
- I will provide flyers or novelties for the Monster Mutt Dash Give-Aways by October 6th (All levels)
- I will provide flyers for ARF adoption packets by December 1st (Partner & Major Sponsor levels)
- I would like a vendor spot at the Monster Mutt Dash (See page 4 & 5 for vendor information and potential fees)
- In addition to my sponsorship donation, I would like to donate product, service or raffle basket.

Please send your completed application and check payable to Berea Animal Rescue Friends to:
Berea ARF C/O MMD, P. O. Box 544, Berea, OH 44017. Tel: 440-610-1863 Email: arfdevelopmentdirector@gmail.com



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MONSTER MOUTH DASH & HOWL-O-WEEN AFTER-PARTY

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VENDOR INFORMATION

Event Day Schedule

- 8:00am Vendor Set-up Begins (early set up is encouraged - reach more people!)
- 9:00am Vendor Set-up Ends
- 8:00am-9:15am Open to the Public. Race/Walk Registration & Check-In
- 9:30am - 10:30am 5K and 1Mile Fun Walk with Awards Ceremony
- 10:30am-1pm Howl-O-Ween AfterParty
- 1pm Vendor Break-Down

Event Vendor Fees (Please check the appropriate line below)

\$50.00 - Business Registration (receive 20% off if comitted by September 4th)

FREE - Non-Profit Registration

FREE - Water Stop, Platinum, Refueling Station & Naming Rights Sponsorship Levels

Note: There is an additional \$25 no-show fee for failure to provide minimum two week notice of cancellation.

Vendor Set-Up Type (Please check the appropriate line below)

All vendors are required to have a 10x10 tent, table and chairs as their set up. Requests for alternative set up types will be considered in advance of the event.

I will bring my own 10'x'10' tent, table and chairs.

I would like to rent a 10'x'10' tent (\$20) Limited quantities. Sign up early!

I would like for ARF to provide me a table and two chairs (complimentary)

Vendor Description (Please describe what services or products you will be featuring, include any special needs you may have)

Please send Vendor Agreement, Vendor Waiver and payment check along with your sponsorship application and vendor payment as applicable to address listed on page 4.

Vendor Questions? Contact Sharon Nollsch at snollsch58@gmail.com or 440-864-9074



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VENDOR AGREEMENT

I, _____, on this _____ day of _____, 20____, hereby fully and forever waive, release, hold harmless, indemnify and defend, the Berea Animal Control Officer, the City of Berea, Ohio, and Berea's Animal Rescue Fund, Inc., and their respective employees, volunteers, agents, officers, board members, trustees, successors and assigns, together with their insurance carriers (collectively "ARF"), from and against any and all actions, claims, demands, causes of actions, lawsuits, expenses or damages of every nature whatsoever, which I may have now or in the future against ARF, for any and all personal injuries, property damage, injuries to other pets and other damages, known and unknown, arising out of or attributable to my participation or attendance at an ARF event or activity or my viewing, handling or otherwise having contact with any animals, including without limitation, dogs and cats, of ARF or otherwise, whether on ARF's premises, my own premises or some other location.

I understand that as a result of my involvement in viewing, handling or otherwise having contact with animals of ARF or other animals, I may be exposed to certain risks, including but not limited to bites, scratches, infections or other injuries related to the viewing, handling, contacting and proximity to animals. By my signature below, I voluntarily agree to assume and/or incur all risks of loss, impairment, damage or injury of whatever kind, including death that may be sustained or suffered in connection with my involvement with ARF whether or not due to, in whole or in part, the acts, omissions, negligence or other fault of ARF.

I am aware that the behavior of animals, especially shelter animals, may be unpredictable. I am aware that, although ARF makes every effort to ensure the safety of persons coming into contact with our animals, ARF cannot guarantee my safety in viewing, handling or otherwise having contact with ARF animals or other animals. In addition, ARF cannot guarantee the safety of my other pets in the presence of ARF animals or other animals.

I, the undersigned, have read this waiver and release and understand all of its terms, and I execute it voluntarily and with full knowledge of its significance.

In addition by signing this form on the line below, I indicate that my company/organization has entered into a good faith agreement to participate in the Berea Animal Rescue's Monster Mutt Dash and Howl-O-Ween Afterparty on October 14th, 2017. My company/organization will be set up no later than 9:00 AM and will stay throughout the event which ends at 1:00 PM. If for some reason I am unable to participate, I will give two weeks' notice. I understand that if I do not provide the required notice, I will be charged an additional no-show fee of \$25.00.

Date: _____

Participant Signature: _____

Printed Participant's Name: _____