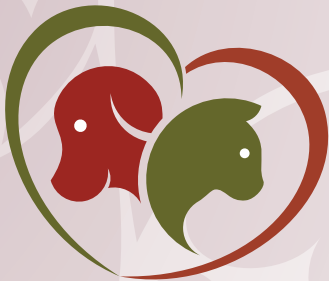


HELP SAVE A LIFE.



Fall Fur Adoption event

Sponsorship Packet



October 13, 2018 ♡ 10am - 5pm



What is our Fall Fur Adoption Event?

Care-A-Lot Charitable Foundation's second annual Fall Fur Adoption Event is created with the goal of helping as many pets as possible find their forever homes. In 2016 roughly 11,500 animals were euthanized in the Hampton Roads area. In 2017 however, 2000 fewer animals lost their lives and were able to find a home. Care-A-Lot Charitable Foundation is glad to "Help Save A Life" through the Fall Fur Adoption Event. With your help this year the Foundation has the potential to do even more. Rescuing a pet gives us the opportunity to change the world and to make a difference for one animal who did not know it was possible.



Care-A-Lot Charitable Foundation, a 501(C)3 organization, has a mission to help fulfill the growing needs of pets and our society. In order to succeed at this, the foundation will donate proceeds from this event to local rescues and SPCA's. Under the 501(C)3 all fees associated with this event will be tax deductible. With your help Care-A-Lot Charitable Foundation can inspire action and help homeless animals find forever homes, can we count on your support?



October 13, 2018 ♥ **10am - 5pm**





What Will Attract Consumers?

Local Rescues

Local SPCA's and Rescues will be joining us prepared to match pets with potential families.

Fun Zone

Fall-themed crafts and games for the young and the young at heart; including races, crafts, and even activities tailored specifically for your furry friends!

Local Crafters

Up to 14 local crafters on site with handmade creations available for purchase.

Major Vendors

Speak with one of our many vendors for help with pet food, nutrition, or advice on finding the perfect toys for your furbabies.



October 13, 2018 ♡ 10am - 5pm



What Else Can You Expect?

K-9 Demonstrations

Local K-9 divisions will be demonstrating the skills involved in the work performed by their dogs on a daily basis. This demonstration will be exciting and informative, giving both children and adults an opportunity to ask questions and become more familiar with these working heroes.

Dog Lure Chasing

Lure chasing is a sport for dogs that involves chasing a mechanically operated lure. Care-A-Lot has invested in a lure chasing course and the fun is sure to keep consumers & pets lined up to give it a try!

Kids' Contests

Come out and show your competitive side! We will have multiple races and contests over the course of the weekend!

Raffle Tent

Put your name into the drawing for one of our many wonderful raffle prizes. 100% of the proceeds from raffle tickets will benefit local rescues & SPCAs. You do not need to be present in order to win a prize, just leave your contact information and we will do the rest.

Live Local Shop Local

Care-A-Lot Pet Supply is a family owned company who believes in the moto "live local, shop local". In order to give back to the community, Fall Fur Adoption will have many local rescues and artisans selling their homemade goods.



October 13, 2018 ♥ **10am - 5pm**



How Will We Advertise?

Care-A-Lot® Pet Supply invests in several forms of marketing leading up to and during our Fall Fur Adoption Event, including:

- In-store Sales Circulars and a ValPak sales ad being distributed to over 200,000 homes
- In-Store posters and flyers
- Digital advertising
- Network TV digital advertising
- Radio advertising
- Press Release and Event Calendar Marketing
- Email blasts to local customers
- Social media networking through Facebook, Instagram, Twitter and Youtube
- T-Shirts, Event Buttons & More!



Fall Fur
Adoption
event



October 13, 2018 ♥ 10am - 5pm



Vendor Pricing

To be a part of the **Fall Fur Adoption Event**, please sign up! You will be able to interact with many consumers throughout the day and have the opportunity to be a part of something special.

Each reservation is guaranteed a 10x10 space with additional amenities available A La Carte.*

Booth Space: \$40

A La Carte Options:

- **Add power: \$20**
- **Add 10x10 Tent, 6 ft Table, 2 chairs: \$40**

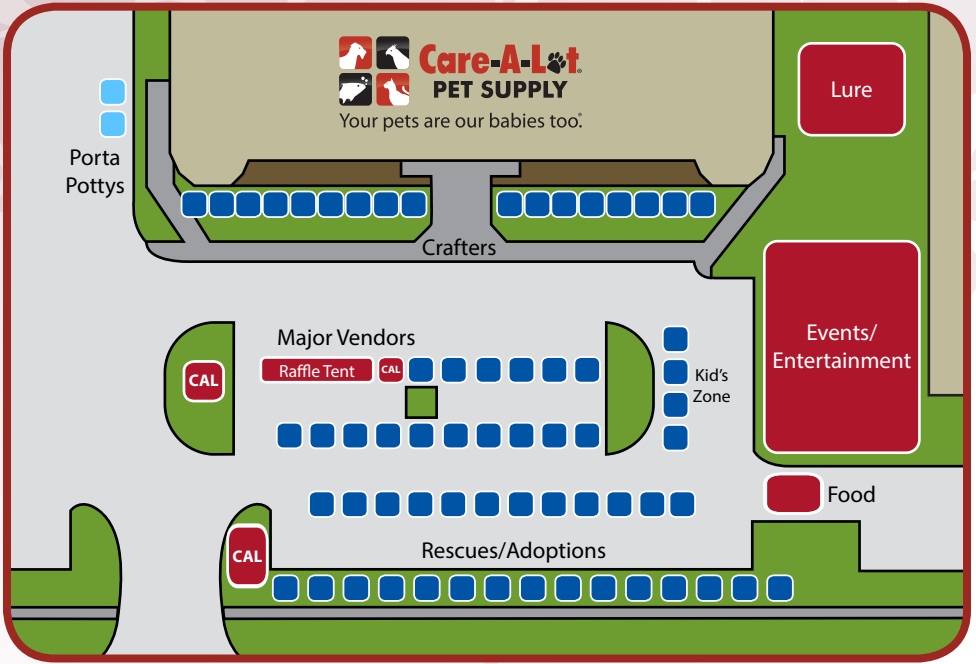
**All fees associated are tax deductible.*



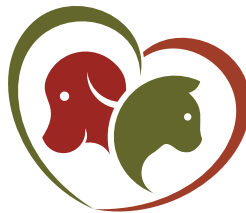
October 13, 2018 ♥ **10am - 5pm**



Event Map



October 13, 2018 ♥ **10am - 5pm**



**Fall Fur
Adoption
event**

For more information please contact:
Kaitlyn Morse - Event Coordinator

E-mail: morsek@carealotpets.com
Phone: 757-457-9445 | Fax: 757-233-9429

www.CareALotPets.com

