



Stories From Beyond the Shelter
A Benefit for Berkeley Humane

**Featuring Jennifer Egan,
Pulitzer Prize Winning Author**

Friday, October 15, 2021
Virtual Event

SPONSORSHIP OPPORTUNITIES

Join the Berkeley-East Bay Humane Society for our fourth annual Best in Show fundraising benefit featuring Pulitzer Prize winning author Jennifer Egan, hosted by Dr. Michael Krasny of the award-winning *KQED Forum* and two-time Emmy Winning journalist Diane Dwyer, this evening will be dedicated to the impact that animals have in our lives. Best in Show also features the live finals of our amateur storytelling contest.

Berkeley Humane — Saving Lives for over 125 years:

All support enables Berkeley Humane to provide life-saving programs for cats and dogs in throughout the Bay Area, Central Valley, and beyond. The Berkeley-East Bay Humane Society is a community-based nonprofit organization that relies on individual contributions, program fees, grants, and fundraising events. Your event sponsorship enables Berkeley Humane to provide life-saving services, nutritious food, and much-needed comfort to cats and dogs rescued in the East Bay.

Marketing:

Not only will your sponsorship of the Best in Show event save lives, it will also align your brand with a community leader in animal welfare and increase visibility throughout Berkeley Humane's robust network. Berkeley Humane's reach includes over 18,000 regular supporters, and our website and social media reach over 50,000 visitors each month. With a highly engaged social media audience and a banner headline, your sponsorship provides significant visibility options.

All proceeds directly support Berkeley Humane's mission to provide lifesaving programs for cats and dogs throughout the East Bay.



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SPONSORSHIP PACKAGES

Platinum Sponsor (Top Dog) — \$25,000

- Recognized as Platinum Sponsor of Best in Show with top billing
- Logo included in all event marketing and promotional materials and featured prominently on event web page.
- Oral recognition during event program
- 30-second PSA during event (connecting sponsor with mission of Berkeley Humane)
- Press release highlighting partnership
- Brand presence on social media
- Logo with link on Best in Show webpage
- 20 tickets to event

Gold Sponsor (Good Kitty) — \$10,000

- Recognized as Gold Sponsor of Best in Show with priority billing
- Logo included in all event marketing and promotional materials
- Oral recognition during event program
- Recognition in the Best in Show press release
- Brand presence on social media
- Logo with link on Best in Show webpage
- 12 tickets to event

Silver Sponsor (Happy Tails) — \$5,000

- Recognized as Silver Sponsor of Best in Show
- Logo included in all event marketing and promotional materials
- Recognition in the Best in Show press release
- Brand presence on social media
- Logo and link on Best in Show webpage
- 8 tickets to event



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Bronze Sponsor — (Loyal Lifesavers) \$1,000

- Recognized as Bronze Sponsor of Best in Show
- Logo and link on Best in Show webpage
- 4 tickets to event

Community Sponsor — (Rescue Crew) \$500 - \$999

- Name listed on Best in Show webpage
- 2 tickets to event

If you would like to sponsor Best in Show or have any questions, please contact Jeffrey Zerwekh at jzerwekh@berkeleyhumane.org or (510) 845-7735 ext. 209.