

THE OFFICIAL



8TH ANNUAL
PINTS®
— for —
PAWS

DRINK BEER. SAVE ANIMALS.

JUNE 4, 2022

**SPONSORSHIP INVITATION
FOR OUR PET-LOVING PARTNERS!**



You're invited to participate in the 8th Annual Pints for Paws benefit for Berkeley Humane.

An annual West Berkeley tradition, this beer-tasting and dog-appreciating event has become a staple of the community since 2014, when we first invited our friends and neighbors to the inaugural Pints for Paws. 1,000 people (and dogs) will come together for sample tastings from the best regional breweries.

While many charity-benefiting festivals donate only a small fraction of proceeds to nonprofits, 100% of proceeds from Pints for Paws goes directly to Berkeley Humane's lifesaving programs: adoption, medical care for shelter animals, and safety net programs to keep pets and families together.

Thank you for saving the lives of dogs and cats with us!



SPONSORSHIP INVITATION

EVENT DATE

Saturday, June 4th 2022

LOCATION

2700 Ninth Street, Berkeley CA

AUDIENCE

Estimated Attendance: 1,000

Not only will your Pints for Paws sponsorship 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 20,000 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.

COVID PROTOCOLS

We are committed to hosting a safe event and will be following all state and local COVID-19 protocols. We will be limiting the total number of tickets sold and requiring proof of full vaccination as defined by the CDC.



SPONSORSHIP INVITATION LEVELS & DETAILS

ABOUT BERKELEY HUMANE

Berkeley Humane is a community-based nonprofit organization that relies on individual contributions, program fees, grants, and fundraising events to sustain our mission of providing life-saving programs for cats and dogs, cultivating compassion, and strengthening the human-animal bond. Your sponsorship enables us to provide essential services, medical care, nutritious food, and much-needed comfort to vulnerable dogs and cats throughout the Bay Area, Central Valley, and beyond.

SPONSORSHIPS AT A GLANCE

	\$1,500 WAGS & PURRS	\$2,500 GOOD KITTY	\$5,000 PUPPY LOVE	\$10,000 TOP DOG	\$25,000 PRESENTING SPONSOR
BOOTH SPACE		Included	Included	Included	Included
LOGO PLACEMENT	Website; Day-of Signage	Website; Day-of Signage	Website; Day-of Signage; Poster	All Materials	Top billing on all materials
TICKETS	2 VIP	4 VIP	6 VIP	1 VIP Table (seats 8)	2 VIP Tables (seats 16)
SOCIAL MEDIA	1 mention	1 mention	2 mentions	1 dedicated post; additional mention	2 dedicated posts; additional mentions
PRESS			Mention in press release	Mention in press release	Dedicated press release



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PINTS for PAWS®

DRINK BEER. SAVE ANIMALS. 06.04.2022

SPONSORSHIP INVITATION LEVELS & DETAILS (CON'T)

\$25,000

PRESENTING SPONSOR

- Top billing on all print and electronic materials
- Two VIP tables (seats a total of 16)
- Two dedicated posts on all Berkeley Humane's social media accounts, plus additional social mentions
- Dedicated press release
- Booth space



\$10,000: TOP DOG

- Logo on all print and electronic materials
- One VIP table (seats 8)
- One dedicated post on all Berkeley Humane's social media accounts, plus additional social mentions
- Mention in press release
- Booth space

\$2,500: GOOD KITTY

- Logo on website and day-of signage
- Four VIP tickets
- One social media mention
- Booth space

\$5,000: PUPPY LOVE

- Logo on website, day-of signage, and poster
- Six VIP tickets
- One social media mention
- Mention in press release
- Booth space

\$1,500: WAGS AND PURRS

- Logo on website and day-of signage
- Two VIP tickets
- One social media mention

FOR MORE INFORMATION

Please contact Morgan Pulleyblank at mpulleyblank@berkeleyhumane.org or 510.990.3505.