

THE OFFICIAL



9TH ANNUAL
PINTS®
— for —
PAWS



DRINK BEER. SAVE ANIMALS.

JUNE 3, 2023

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



You're invited to participate in the 9th 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

VOLUNTEER LEADERSHIP

Barry Braden – Honorary Chair
Co-Owner, Fieldwork Brewing

Adair Paterno – Event Co-Chair
Owner, Sante Adarius Rustic Ales

Kevin Hamilton – Event Co-Chair
Owner, Canyon Club Brewery

Lisa Vogel – Sponsorship Chair
Asset Management Director, Wareham Development

EVENT DATE

Saturday, June 3rd 2023

LOCATION

2700 Ninth Street, Berkeley CA
(Zaentz Media Center parking lot)

AUDIENCE

Estimated Attendance:
• 1000+ attendees • 300 dogs!

Your Pints for Paws sponsorship saves lives and aligns your brand with one of the oldest and most trusted organizations in animal welfare.

Berkeley Humane's reach includes over 30,000 supporters and our website and social media reach between 60,000 to 80,000 visitors each month.



SPONSORSHIP INVITATION SUPPORT BERKELEY HUMANE

ABOUT BERKELEY HUMANE

Berkeley Humane is a community based nonprofit providing life-saving services to shelter animals which are transported to our hospital from throughout California and beyond. Berkeley Humane also provides programs to support pet families including free pet food, low-cost wellness and spay/neuter clinics, dog training and much more. Your sponsorship helps provide all of these essential services to pets and the people who love them.

HIGHLIGHTED PROGRAMS



HOPE MEDICAL FUND

The Hope Medical Fund underwrites our onsite veterinary hospital so we can help sick, neglected and injured animals. Animals with medical needs are often passed over due to the high cost commitment. Treating them gives them the second chance they deserve. This year, we will need \$400,000 to medically prepare 1,000 animals for adoption.



ALOHA DOG PROJECT

Berkeley Humane's Aloha Dog Project is transporting dogs from Kona, Hawaii to help alleviate overcrowding in island shelters through a volunteer network of caring travelers. Each of these dogs receive care and medical attention before being adopted into Bay Area homes.



PET FOOD PANTRY

Pet families struggling to make ends meet will often feed their pet before they feed themselves. Berkeley Humane provides free supplemental pet food to help pet families stay together during difficult times. Before the pandemic, this volunteer-led program was distributing approximately 5,000 lbs. of food per year. That amount jumped to 75,000 lbs. of food for the past two years and shows no sign of declining demand.



SPONSORSHIP INVITATION LEVELS & DETAILS

SPONSORSHIPS AT A GLANCE

	\$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; Poster	All Materials	Top billing on all materials
TICKETS	2 VIP Tickets	4 VIP Tickets	6 VIP Tickets	1 VIP Table (seats 8) 8 Additional VIP Tickets
SOCIAL MEDIA	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

OUR REACH



In addition to the 1,000+ event attendees, our 30,000+ supporters, and our 60-80,000 social media followers and monthly website visitors, our media partner **NBC** has promoted and televised this event on their network — including **NBC Bay Area** and **Telemundo** — since 2014.



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PINTS for PAWS®

DRINK BEER. SAVE ANIMALS. 06.03.2023

SPONSORSHIP INVITATION LEVELS & DETAILS (CON'T)



\$25,000

PRESENTING SPONSOR

- Top billing on all print and electronic materials
- One VIP table (seats 8)
- Eight Additional VIP Tickets
- Two dedicated posts on all Berkeley Humane's social media accounts, plus additional social mentions
- Dedicated press release
- Booth space

\$5,000: PUPPY LOVE

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

\$2,500: GOOD KITTY

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

\$10,000: TOP DOG

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

FOR MORE INFORMATION

Please contact Elizabeth Ottinger at eottinger@berkeleyhumane.org or 510.990.3505.