

THE OFFICIAL



*10th Anniversary*

**PINTS<sup>®</sup>**  
— for —  
**PAWS**



DRINK BEER. SAVE ANIMALS.

**JUNE 1, 2024**

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



## SPONSORSHIP INVITATION

We are celebrating the 10th Anniversary of Pints for Paws in 2024, and would be delighted for you to participate in this 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!

### EVENT DATE

Saturday, June 1st 2024

### 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<br>GOOD KITTY      | \$5,000<br>PUPPY LOVE                 | \$10,000<br>TOP DOG                     | \$25,000<br>PRESENTING SPONSOR                    |
|----------------|----------------------------|---------------------------------------|---|---|
| BOOTH SPACE    | Included                   | Included                              | Included                                | Included  |
| LOGO PLACEMENT | Website;<br>Day-of Signage | Website;<br>Day-of Signage;<br>Poster | All Materials                           | Top billing on<br>all materials                   |
| TICKETS        | 2 VIP Tickets              | 4 VIP Tickets                         | 6 VIP Tickets                           | 1 VIP Table (seats 8)<br>8 Additional VIP Tickets |
| SOCIAL MEDIA   | 1 mention                  | 2 mentions                            | 1 dedicated post;<br>additional mention | 2 dedicated posts;<br>additional mentions         |
| PRESS          |                            | Mention in press<br>release           | Mention in press<br>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 partners include NBC Bay Area and iHeartRadio.



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## 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

### **\$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

### **\$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

### **FOR MORE INFORMATION**

Please contact Emily Murphy at [emurphy@berkeleyhumane.org](mailto:emurphy@berkeleyhumane.org) or 510.845.7735 x211.