



PAWS CHICAGO'S 11TH ANNUAL  
**Run for Their Lives**  
8K RUN/4K WALK  
SUNDAY, SEPTEMBER 25, 2011

PAWS<sup>®</sup>  
CHICAGO

1110 W. 35th Street Chicago, IL 60609  
[www.pawschicago.org](http://www.pawschicago.org)  
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**Chicago's premier outdoor pet-friendly event!**

PAWS Chicago's *11th Annual Run For Their Lives 8K Run/4K Walk* is Chicago's premier outdoor pet-friendly event! On September 25, more than 3,500 owners and their pups will participate in a 4K walk or an 8K competitive chip-timed run. Dogs are encouraged to participate in the 4K walk, but for safety reasons they cannot partake in the 8K run. More than just an athletic event, *Run for Their Lives* will showcase a canine costume contest attracting Chicago's most pampered pooches and their owners, a doggie agility course, Jesse White Tumblers and many other festivities for the entire family!

**As a sponsor at any level, this unique marketing opportunity includes:**

- Access to a highly desirable target audience – we anticipate 3,000 to 4,000 urban pet lovers from Lincoln Park, the Gold Coast, Lakeview, and other lakefront neighborhoods.
- Extensive media exposure - Recently, PAWS Chicago received national media coverage from The Today Show, Nightline and the Oprah Show. PAWS Chicago also received local coverage from ABC, CBS, NBC, WGN, FOX, Chicago Tribune, Chicago Sun-Times, Chicago magazine, Today's Chicago Woman, Michigan Avenue Magazine, Chicago Scene, Skyline, TimeOut Chicago, Chicago Social, US99.5 FM, 101.9 THE MIX FM, B96 FM and Jack FM (104.3).
- A partnership with PAWS Chicago including pre-event promotion, coverage in PAWS Chicago's *Angel Tales* news magazine (220,000 circulation), and a presence on the high-traffic (more than 3,000 visitors/day) PAWS Chicago Web site.



**Did you know that PAWS Chicago was one of the Top 10 Google Searches in 2009? - NBC Chicago December 1, 2009**

**About PAWS Chicago**

PAWS Chicago (Pets Are Worth Saving) is the city's largest No Kill humane organization. Through a solution-based approach to animal welfare, PAWS Chicago has placed Chicago on track to become a No Kill city where homeless pets are guaranteed life. Since PAWS Chicago's founding in 1997, the number of homeless pets euthanized per year has dropped from more than 42,000 to less than 19,000 – more than a 50 percent decrease!

In the fall of 2007, PAWS Chicago celebrated a milestone by opening the Midwest's first No Kill, cageless, state-of-the-art adoption center for dogs and cats in Lincoln Park. PAWS Chicago found homes for more than 4,000 homeless pets in 2010, and is on track to increase this number to 4,400 in 2011. With higher adoption numbers, the cost of medical treatments and caring for homeless pets has greatly increased.

**Every dollar raised from the *11th Annual Run for Their Lives 8K Run / 4K Walk* helps PAWS Chicago save more homeless pets.**

After reviewing the enclosed information, please feel free to contact Beth Wawrzaszek at 773-843-4884 or [bethw@pawschicago.org](mailto:bethw@pawschicago.org) to register as a sponsor or to ask further questions about this unique marketing opportunity!

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## 2011 Sponsorship Opportunities

<b>Level</b>	<b>Amount</b>	<b>Benefits</b>
<b>Presenting Sponsor</b>	<b>\$15,000</b>	<p><b>Presenting Sponsor's logo will appear:</b></p> <ul style="list-style-type: none"> <li>• On the front cover of the event brochure (80,000 distribution)</li> <li>• On more than 5,000 event posters and promotional flyers in highly visible locations</li> <li>• On event signage, including start and finish banners</li> <li>• On the high-traffic PAWS Chicago Web site (3,000 unique visitors per day)</li> <li>• On 4,000 participant t-shirts</li> </ul> <p>Additional benefits include:</p> <ul style="list-style-type: none"> <li>• Mention in all media alerts and press releases; live TV and radio interviews when possible</li> <li>• A speaking opportunity at the event</li> <li>• Coverage in Angel Tales news magazine (220,000 distribution)</li> <li>• Goody bag promotional opportunity</li> <li>• A premier booth at the event</li> <li>• 15 complimentary run/walk entries</li> </ul>
<b>Gold Sponsor</b>	<b>\$5,000</b>	<p><b>Gold Sponsor's logo will appear:</b></p> <ul style="list-style-type: none"> <li>• Inside the event brochure (80,000 distribution)</li> <li>• On more than 5,000 event posters and promotional flyers in highly visible locations</li> <li>• On all event signage, including the start and finish banners</li> <li>• On the high-traffic PAWS Chicago Web site (3,000 unique visitors per day)</li> <li>• On 4,000 participant t-shirts</li> </ul> <p>Additional benefits include:</p> <ul style="list-style-type: none"> <li>• Coverage in Angel Tales news magazine (220,000 distribution)</li> <li>• Goody bag promotional opportunity</li> <li>• A prominent booth at the event</li> <li>• Five complimentary run/walk entries</li> </ul>
<b>Silver Sponsor</b>	<b>\$3,000</b>	<p><b>Silver Sponsor's logo will appear:</b></p> <ul style="list-style-type: none"> <li>• Inside the event brochure (80,000 distribution)</li> <li>• On event signage, excluding start and finish banners</li> <li>• On the high-traffic PAWS Chicago Web site (3,000 unique visitors per day)</li> </ul> <p>Additional benefits include:</p> <ul style="list-style-type: none"> <li>• Coverage in Angel Tales news magazine (220,000 distribution)</li> <li>• Goody bag promotional opportunity</li> <li>• A small booth at the event</li> <li>• Three complimentary run/walk entries</li> </ul>
<b>Bronze Sponsor</b>	<b>\$1,500</b>	<p><b>Bronze Sponsor's name will appear:</b></p> <ul style="list-style-type: none"> <li>• Inside the event brochure (80,000 distribution)</li> <li>• On event signage, excluding start and finish banners</li> <li>• On the high-traffic PAWS Chicago Web site (3,000 unique visitors per day)</li> </ul> <p>Additional benefits include:</p> <ul style="list-style-type: none"> <li>• Coverage in Angel Tales news magazine (220,000 distribution)</li> <li>• A small booth at the event</li> <li>• One complimentary run/walk entry</li> </ul>
<b>Community Booth</b>	<b>\$500</b>	<p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Access to a highly desirable target audience</li> <li>• A small booth at the event, PAWS to provide signage</li> <li>• The opportunity to sell merchandise/services onsite</li> </ul>