



OCTOBER 1, 2022

MCCALL, IDAHO

**SPONSOR
GUIDE
2022**

EVENT CONTACT :

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EVENT OVERVIEW

WHAT: The 12th Annual MCPAWS Oktoberfest is a fundraising event for MCPAWS Regional Animal Shelter that includes food vendors, beer garden and beer tasting, raffle, live music, craft vendors, local business and organization vendors and Oktoberfest games.

WHY: Oktoberfest is a fundraising event for MCPAWS and while the primary purpose is to raise funds to help support the shelter, this event also provides a family-friendly community event. We strive to keep attendance cost low to encourage participation and help to attract out-of-town attendees. Oktoberfest is also a great opportunity for local businesses to promote themselves through vendor and sponsorship opportunities.

WHERE: The Activity Barn (141 Moonridge Drive) | McCall

WHEN: Saturday, October 1, 2022 | Noon - 6:00pm

ATTENDANCE: Anticipated attendance for our 2022 event is 1,500 - 2,000 people.

COST: \$15 - includes 1 complimentary beer and an Oktoberfest souvenir koozie!



SPONSORSHIP

There are several great ways you can get involved with the 2022 MCPAWS Oktoberfest! We are seeking three types of sponsorships: general sponsorships, in-kind donations for goods and services, and event element sponsorships.

SPONSORSHIP BENEFITS

The success of Oktoberfest begins with the support of businesses and organizations like yours! We value the support of our sponsors and continue to work to ensure you receive the recognition you deserve! That recognition is a great opportunity to increase awareness of your own business through the promotional efforts leading up to and during the event.

To promote Oktoberfest, MCPAWS will be engaging in several promotional campaigns that include public relations to regional radio and television stations and newspapers. In addition, social media marketing will be used as a tool to spread valuable information about Oktoberfest to a broader audience. Online and interactive promotional tools will also work to create a buzz about the event and fundraising. Activities such as website listings, community calendars, applicable video postings and the like will all be enlisted. Finally, Oktoberfest will also be promoted with traditional print media formats such as posters, and flyers.

As a sponsor, you will be included in these promotional efforts (based on meeting the sponsorship deadline!). We invite you to learn more about the different sponsorship levels and to support this growing community event!



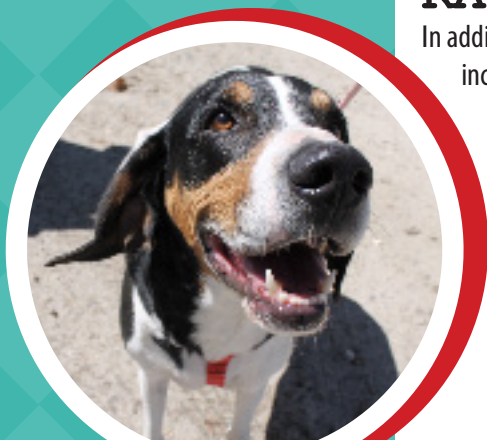


ABOUT MCPAWS

Located in McCall, Idaho MCPAWS is a non-profit 501 (c) (3) organization. The mission of MCPAWS is transforming lives by strengthening the human-animal connection. MCPAWS Regional Animal Shelter provides safe shelter for abandoned, surrendered and lost cats and dogs, to find loving homes for all adoptable animals, to promote responsible pet ownership and reduce overpopulation through spay and neuter services. We envision a compassionate and educated community where all companion animals live in loving homes.

MCPAWS relies heavily on donations and sponsors to continue our work in sheltering animals and finding loving homes for them. Paid staff and countless remarkable volunteers provide that every animal is treated with respect and loving care. Our motto is: From Safe Shelter to Happy Homes.

Find us on Facebook for updates on adoptable animals or visit us at:
www.mcpaws.org



GENERAL SPONSORSHIP

Diamond Sponsor | \$5,000

Our Diamond Sponsor will receive a complimentary vendor space (10 x 10 booth), representation of your business or organization through a large banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, press releases, website, etc. as well as verbal recognition throughout the event during main stage announcements. In addition, your business will be included in our event advertising on STAR Radio.

Platinum Sponsor | \$1,000

Our Platinum Sponsors will receive a complimentary vendor space (10 x 10 booth), representation of your business or organization through a large banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, press releases, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Gold Sponsor | \$500

Our Gold Sponsors will receive a complimentary vendor space (10 x 10 booth), representation of your business or organization through a small banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Silver Sponsor | \$250

Our Silver Sponsors will receive representation of your business or organization through logo placement and recognition in all promotional activities including newspaper ads, printed collateral, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Friend of MCPAWS | Under \$250

As a Friend of MCPAWS, your business can get involved by sponsoring any dollar amount below \$250. Our "Friends" will receive recognition through marketing efforts associated with Oktoberfest as well as verbal recognition throughout the event during main stage announcements.

IN-KIND SPONSORSHIP

We are very interested in in-kind donations in return for a sponsorship! Please contact Ashley Lipscomb at 208-630-6108 to learn more about the services and goods we are seeking.

RAFFLE ITEMS

In addition to the sponsorships listed above, MCPAWS is also looking for fun raffle items to be included in the Oktoberfest event!

To ensure your business receives maximum exposure, please confirm your sponsorship by **Friday, September 16th!**



SPONSOR COMMITMENT

PLEASE COMPLETE THE FOLLOWING:

Please check the applicable sponsor level:

- ☐ Diamond Sponsor - \$5,000
- ☐ Platinum Sponsor - \$1,000
- ☐ Gold Sponsor - \$500
- ☐ Silver Sponsor - \$250
- ☐ Friend of MCPAWS - \$250 or below (please indicate amount:_____)
- ☐ In-Kind Sponsorship
- ☐ Event Element Sponsorship
- ☐ Raffle Item Donation - Item donated:_____

Contact Name:_____

Business / Sponsor Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Email Address:_____

Phone Number:_____

Please make checks payable to MCPAWS Regional Animal Shelter and return this form to:

MCPAWS Regional Animal Shelter
PO BOX 1375
McCall, Idaho 83638



DEADLINE:
Friday, September 16th!

