



## Fifth Annual Countdown 2 Zero Adoption Event

**SATURDAY, SEPTEMBER 8, 2018 • 10AM - 4PM**  
**NEW LOCATION!!! South Florida Fairgrounds – East Expo Center**  
**FREE ADMISSION / FREE PARKING**  
**EXPECTED ATTENDANCE: 5,000+**

The Fifth Annual **Countdown 2 Zero** Adoption Event is Saturday, September 8<sup>th</sup> from 10:00 am to 4:00 pm **inside the fully air-conditioned South Florida Fairgrounds!**

The **Countdown 2 Zero (C2Z)** campaign officially launched in February 2014 when Palm Beach County Commissioners unanimously approved a policy change designed to eliminate the need to euthanize thousands of adoptable cats and dogs over the next decade. ***Countdown 2 Zero is a public/private community collaboration, initiated by Palm Beach County Animal Care and Control, the Board of County Commissioners and Peggy Adams Animal Rescue League to bring animal welfare organizations together and end the euthanasia of adoptable animals in Palm Beach County.***



On September 8<sup>th</sup>, over 20 local animal rescue organizations will join together to participate in the county's largest ever pet adoption event. This year, approximately 1,000 animals will be seeking new families and homes. This **FREE** event will present hundreds of Palm Beach County's adoptable dogs, cats, kittens, puppies, and other companion animals. At the **TAKE ME HOME ZONE**, new parents will receive a great gift bag stocked full of items for their new pets, free rabies tags provided by Palm Beach County Animal Care & Control, and much more!

## THE EVENT WILL BE PROMOTED VIA:

- Print and On-Line Advertising via The Palm Beach Post and Florida Weekly
- Public Service Campaigns and Radio Commercials on radio stations including 97.9 WRMF, 103.1 WIRK, 107.9 Sunny, BEATZ FM, WFTL 850 AM, and 102.3 X
- Public Service Campaigns and Radio Commercials on iHeartMedia stations including KOOL 1055, WILD 955, MIA 92.1, 98.7 The GATER, 1290 WJNO, REAL RADIO 94.3
- A Television Campaign on WPBF TV 25 (pending approval)
- Posters, flyers and postcards distributed county-wide
- Websites of Countdown2Zero.org and Participating Animal Rescue Groups
- Email Blasts & Digital Posts sent from Participating Partner and Animal Rescue Groups
- TV Mentions during Peggy Adams Animal Rescue League's Pet of the Week Appearances on Local Television Stations
- Public Relations Campaign and Press Releases
- Calendar Listings



## We invite your company to **HELP SAVE LIVES** and sponsor the event.

### Presenting Sponsor

**\$20,000**

- Category Exclusivity
- Logo on front of official event T-Shirt
- Inclusion on event signage
- Display of your company banner at event (company to provide banner)
- Recognition as presenting sponsor on pre-event promotional PSAs on Alpha Media Palm Beach's & iHeart Media radio stations
- 10' X 10' Booth space at event (includes table and chairs)
- Logo on promotional materials
- Inclusion in digital posts
- Inclusion in email blasts
- Logo in print ads and in TV PSA's
- Name inclusion in all PR efforts
- 20 event T-Shirts
- Logo on adoption event website with link
- Opportunity to place an item in adopter bags
- Emcee acknowledgement during adoption event



## Gold Sponsor

**\$15,000**

*Benefits such as:*

- Category Exclusivity
- Logo on official event T-Shirt / 15 event T-Shirts
- Inclusion on all event signage promoting the event
- Display of your company banner at event (company to provide banner)
- 10' X 10' Booth space at event (includes table and chairs)
- Logo on promotional materials
- Inclusion in digital posts
- Inclusion in email blasts
- Name inclusion on radio campaign
- Logo in print ads
- Name inclusion in all PR efforts
- Logo on adoption event website with link
- Opportunity to place an item in adopter bags
- Emcee acknowledgement during adoption event
- Right to title sponsor event component:
  - T-Shirt Sponsor or Volunteer Appreciation Gift



*Dianne Sauve, Congresswoman Lois Frankel, Sheriff Ric Bradshaw, County Commissioner Hal Valeche, and Lois Pope*

## Silver Sponsor

**\$10,000**

*Benefits such as:*

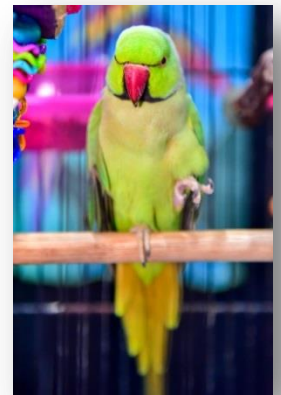
- Possible exclusivity
- Logo on official event T-Shirt / 12 event T-Shirts
- 10' X 10' Booth space at event (includes table and chairs)
- Display of your company banner at event (company to provide banner)
- Prominent logo on event signage
- Prominent logo on collateral
- Inclusion in email blasts
- Name inclusion on radio campaign
- Logo on adoption event website with link
- Emcee acknowledgement during adoption event
- Opportunity to place an item in adopter bags
- Right to title sponsor event component:
  - Take Me Home Zone or Volunteer T-shirt Sponsor

## Bronze Sponsor

**\$7,500**

*Benefits such as:*

- Possible exclusivity
- Display of your company banner at event (company to provide banner)
- 10' X 10' Booth space at event (includes table and chairs)
- Prominent logo on event signage, Prominent logo on collateral
- Inclusion in Email Blasts
- 10 event T-Shirts
- Logo on adoption event website with link
- Emcee acknowledgement during adoption event
- Opportunity to place an item in adopter bags
- Right to title sponsor event component
  - Gifts for Swag Bag or Public Parking at Fairgrounds



## **\$5,000 Official Event Sponsor**

*Benefits such as:*

- Display of your company banner at event (company to provide banner)
- 10 event T-Shirts
- 10' X 10' Booth space at event (includes table and chairs)
- Logo on event signage
- Logo on collateral
- Inclusion in email blasts
- Logo on adoption event website with link
- Emcee acknowledgement during adoption event
- Opportunity to place an item in adopter bags (no paper please)
- Right to title sponsor event component
  - Picture Perfect Pet Photo Area, Breakfast Area or On-site EMS Veterinarian

## **\$2,500**

- Display of your company banner at event (company to provide banner)
- 8 event T-Shirts
- Logo on event signage
- Logo on collateral
- Inclusion in email blasts
- 10' X 10' Booth space at event (includes table and chairs)
- Opportunity to place an item in adopter bags (no paper please)
- Logo on adoption event website with Link

## **\$1,000**

- 5 event T-Shirts
- Inclusion in email blasts
- 10' X 10' Booth space at event (includes table and chairs)
- Opportunity to place an item in adopter bags (no paper please)
- Logo on adoption event website with link

## **\$500**

- 2 event T-Shirts
- 10' X 10' Booth space at event (includes table and chairs)
- Opportunity to place an item in adopter bags (no paper please)
- Logo on adoption event website with link

## **\$250**

- Business name on adoption event website with link
- Opportunity to place an item in adopter bags (no paper please)







# Countdown 2 Zero Sponsorship Agreement

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone #: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Requested Sponsorship or Underwriting opportunity:

\_\_\_\_\_ \$ \_\_\_\_\_

**If your sponsorship level includes a swag bag insert, please drop off your item to Peggy Adams Animal Rescue League (Attn: Kaitlyn Seyler) or PBC Animal Care & Control (Attn: Elizabeth Harfmann) no later than Wednesday, September 5<sup>th</sup>.**

- I plan on utilizing the booth space.     I decline utilizing the booth space.  
 I request electric.

## Payment:

- Check (payable to Peggy Adams Animal Rescue League)  
\*All monies directly support the cost of the adoption event and Countdown 2 Zero Programs, including adoptions and spay/neuter initiatives.
- Credit Card (Discover, MasterCard, Visa, American Express)

**Card #:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **CVV #:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**For additional information contact:** [info@countdown2zero.org](mailto:info@countdown2zero.org) or **561-530-6057**

Please return this form with your high resolution full color and 1 color logo to [info@countdown2zero.org](mailto:info@countdown2zero.org)  
EPS vector format preferred.

Peggy Adams Animal Rescue League 3200 N. Military Trail, West Palm Beach, FL 33409

\* Benefits subject to change based on availability

\*\*Booth Sharing in not permitted and displaying other items for other companies/rescues