

# Dogs on Deployment | 2015 Sponsorship Packet



LEONIDAS, THE 2015 DoD MASCOT  
Photography by: Just B Photo



Those who choose to serve our country demonstrate honor, courage, and commitment every day, sacrificing for the greater good. Throughout their military career, however, there can be times when that sacrifice negatively impacts those they love, including their pets.

Military service commitments can sometimes leave brave men and women at an unfortunate crossroad. Whether a deployment, permanent change of station or a temporary assignment, pets can be at risk of abandonment. To help military members in their time of need and to minimize the surrendering of animals to local shelters, Dogs on Deployment (DoD) provides a key resource to this very important community. By connecting individuals and families who are willing to board pets with military members in need, DoD provides a much-needed link that gives everyone peace of mind, human and animal.



**DoD FOUNDERS:** Shawn and Alisa Johnson with their dogs.

## FOR THE LOVE OF DOG AND COUNTRY

Dogs on Deployment is a national 501(c)(3) non-profit organization which provides an online network for service members to search for volunteers willing to board their pets during service commitments.

Dogs on Deployment promotes responsible, life-long pet ownership by advocating for military pet owner rights, providing educational resources and granting financial assistance for military pet owners during times of emergency. We rely on the public's good will and the dedicated support of businesses like yours to ensure the success of our mission and the organization's future. By sponsoring Dogs on Deployment, you will directly impact military members and their pets by improving morale, stability and overall livelihood.

- DoD Boarders, or volunteer foster homes, are located in all 50 states
- Successfully placed nearly 700 pets to-date
- Nearly \$30,000 in awards in 2014 to military families in need  
(*Pet Chit Program for pet emergencies*)



*With exposure around the country and expanding every day, DoD can offer the opportunity to get your name in front a large consumer base with high buying power.*

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## **OUR COMMUNITY IS YOUR AUDIENCE**

Did you know that consumers are more loyal to businesses that support the community? Mothers, in particular, are shown to be strongly influenced by “cause marketing.” According to the Cone Cause Evolution Survey:

- 9 out of 10 moms want to buy products that support a cause
- 85% of consumers have a more positive image of a product or company when it supports a cause they care about
- 93% of moms are likely to switch brands, similar in price and quality, to one that supports a cause

## **INCREASE YOUR BRAND LOYALTY**

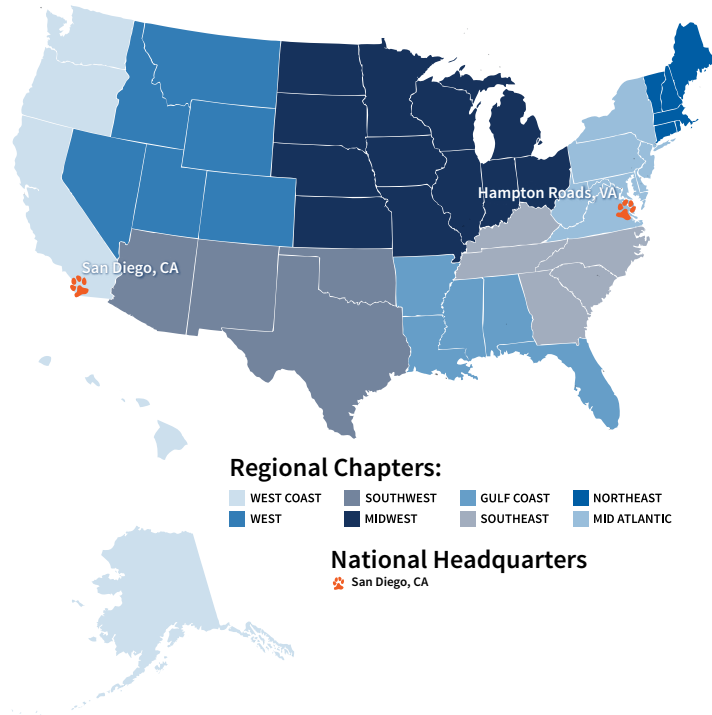
By sponsoring Dogs on Deployment, you are not only supporting a highly-respected organization, but you are also putting your name in front of a key, socially-conscious demographic. With exposure around the country and expanding every day, DoD can offer the opportunity to get your name in front a large consumer base with high buying power. By expanding your reach within our communities, you can increase your brand awareness and loyalty, further strengthening your brand image.

## OUR DATA REACH

By expanding your reach within our communities, you can increase your brand awareness and loyalty, further strengthening your brand image.

Our regional and local chapters have allowed us to extend our reach across the nation.

## Dogs on Deployment's Regional & Local Chapters



## 2014 WEBSITE TRAFFIC

528,912 Total Sessions

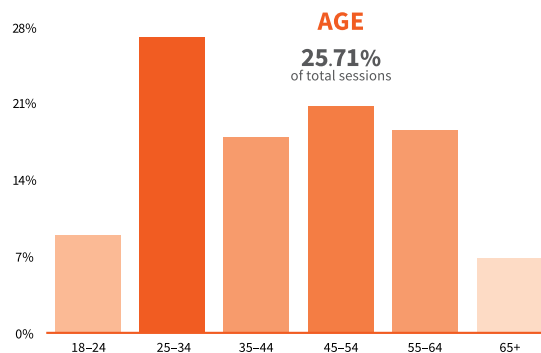
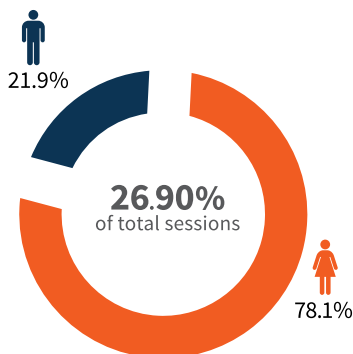
352,104 Unique Users

2,346,345 Page Views

03:51 Average Session Time

41.17% Bounce Rate (avg. between 26% – 71%)

66.08% of our views were Unique New Sessions



## OUR DATA REACH

Our various social media platforms give your company access to large and diverse followers and loyal supporters.

### FACEBOOK



With close to a quarter million Facebook fans and growing, our posts currently average a total “reach” of over 600,000 people.

#### The people who like your Page

##### Women

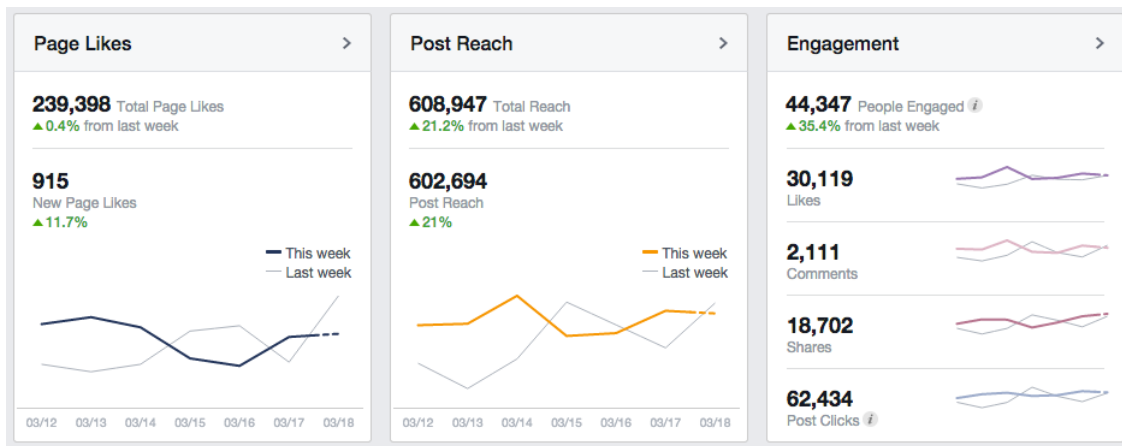
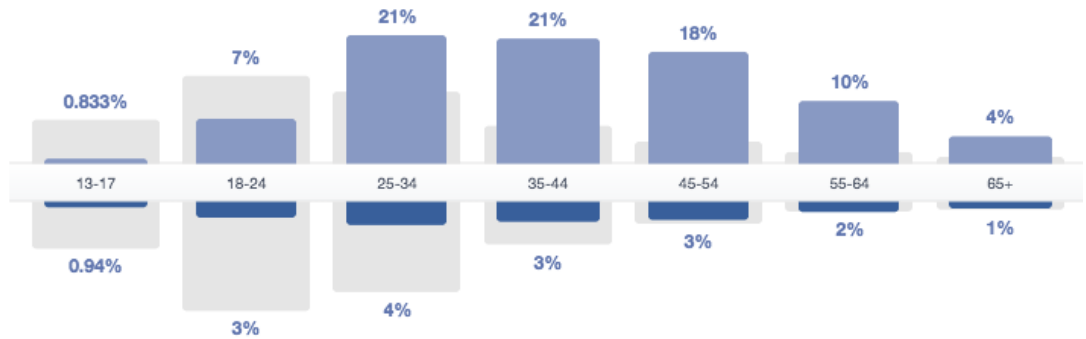
**83%**  
Your Fans

**46%**  
All Facebook

##### Men

**16%**  
Your Fans

**54%**  
All Facebook



## OUR DATA REACH

Every social media platform is unique. We tailor our posts to each platform to maintain interest and engagement.

### TWITTER & INSTAGRAM

#### Interests

Most unique interests

- 33% General info (Pets)
- 27% Cats
- 18% Birds
- 18% U.S. military
- 9% Reptiles

Top interests

- 47% Comedy (Movies and television)
- 45% Business and news
- 36% Politics and current events
- 34% Movie news and general info
- 34% Dogs
- 33% General info (Pets)
- 32% Music
- 27% Cats
- 20% Business news and general info
- 19% Comedy (Hobbies and interests)

#### Location

Top countries and states



Top cities

- 9% Washington, D.C., US
- 6% New York City, US
- 6% Los Angeles, US
- 4% Philadelphia, US
- 3% San Diego, US

#### Gender



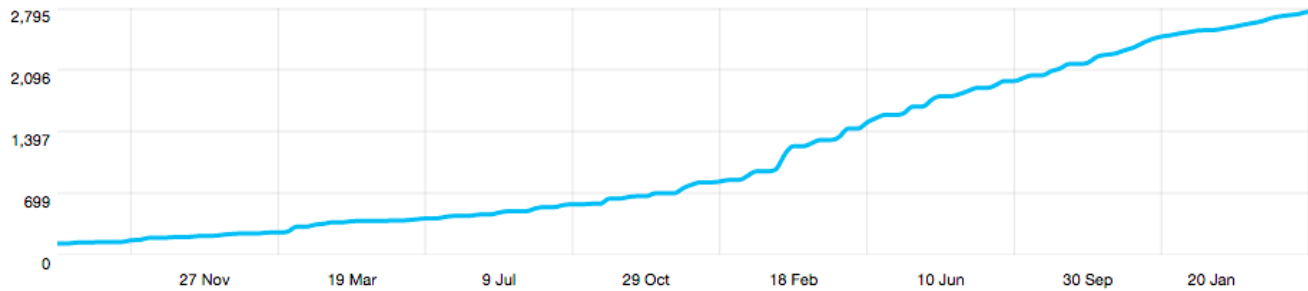
Your followers also follow

- 29% cnnbrk - Profile
- 29% jimmyfallon - Profile
- 27% ASPCA - Profile
- 27% HuffingtonPost - Profile
- 26% nytimes - Profile
- 25% WhiteHouse - Profile
- 25% HumaneSociety - Profile
- 18% PetsforPatriots - Profile
- 18% bestfriends - Profile

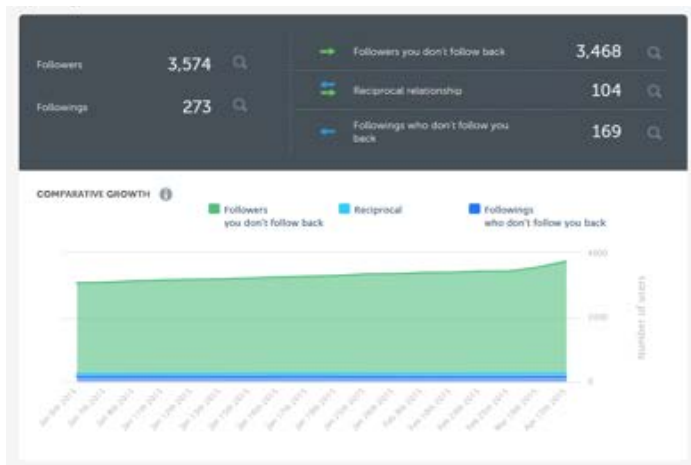


We have close to 3,000 Twitter fans and it keeps growing.

2,750 followers as of 3/17/2015 (days shown in Pacific time)



Since January 6<sup>th</sup> we have grown from 2901 to 3574 followers.



## SPONSOR LEVELS

Sponsorship of our organization will not only get your name identified with our notable cause but also motivate our supporters to support your company. For the common love of dog and country, consider sponsoring Dogs on Deployment.



### MERITORIOUS

#### LOCAL SPONSOR (\$150 – \$249)

- (250) DoD postcards
- (1) DoD bumper sticker
- Letter of Appreciation from DoD Local Chapter
- Recognition of your support on our regional Facebook page, if applicable

#### NATIONAL SPONSOR (\$1,000 – \$2,499)

- Right to use DoD's current year (2015) "Proud National Sponsor" logo
- Certificate of Appreciation signed by Dogs on Deployment's founders
- Recognition of your support on our Facebook, Twitter and Instagram pages targeted to a national audience
- 18" by 24" sign showing your company logo as our official table sponsor at up to (2) events in your business' local area (subject to event availability)
- (1) success story of reunited pets or pets who received financial assistance, published on DoD's Military Tails Blog and quarterly newsletter, listed as "brought to you by [your company]"
- Up to (250) of your business cards distributed at events in your business' local area (subject to availability)
- Listing in our annual financial report as contributing sponsor

### BRONZE

#### LOCAL SPONSOR (\$250 – \$499)

- (500) DoD postcards
- (2) DoD bumper stickers
- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2015) "Proud Local Sponsor" logo
- Recognition of your support on our regional Facebook page made semi-annually (at a minimum), if applicable
- Display your business cards at (1) event in your business' regional area (subject to availability)

#### NATIONAL SPONSOR (\$2,500 – \$4,999)

- Right to use DoD's current year (2015) "Proud National Sponsor" logo
- Certificate of Appreciation signed by Dogs on Deployment's founders
- Recognition of your support on our Facebook and Twitter pages targeted to a national audience made semi-annually (at minimum)
- 18" by 24" sign showing your company logo as our official table sponsor at up to (4) events in your business' local area (subject to event availability)
- (1) success story of reunited pets or pets who received financial assistance, published on DoD's Military Tails Blog and quarterly newsletter, listed as "brought to you by [your company]"
- Up to (500) of your business cards distributed at events in your business' local area (subject to availability)
- Listing in our annual financial report as contributing sponsor
- Your company logo on up to 5,000 flyers to be passed out at DoD events
- Press release acknowledging your support distributed to news media nationwide
- Opportunity for a company representative to speak at up to (1) DoD event

## SPONSOR LEVELS



### LOCAL SPONSOR (\$500 – \$749)

- (500) DoD postcards
- (5) DoD bumper stickers
- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2015) "Proud Local Sponsor" logo
- Recognition of your support on our regional Facebook page made semi-annually (at a minimum), if applicable
- Display your business cards at (2) events in your business' regional area (subject to availability)
- (2) tee shirts
- 8.5" x 11" sponsor sign and your information on our table at (1) local event
- A one-time 25% coupon code for purchase of DoD items through our online store



### NATIONAL SPONSOR (\$5,000 – \$7,499)

- Right to use DoD's current year (2015) "Proud National Sponsor" logo
- Framed Certificate of Appreciation signed by Dogs on Deployment's founders
- Recognition of your support on our Facebook and Twitter pages targeted to a national audience made quarterly (at minimum)
- Up to (2) banners with your company's logo as a sponsor of Dogs on Deployment for up to (2) active event areas
- (2) success story of reunited pets or pets who received financial assistance, published on DoD's Military Tails Blog and quarterly newsletter, listed as "brought to you by [your company]"
- Up to (500) of your business cards distributed at events in your business' local area (subject to availability)
- Listing in our annual financial report as contributing sponsor
- Your company logo on promotional materials for up to (4) events
- Press release acknowledging your support distributed to news media nationwide
- Opportunity for a company representative to speak at up to (2) DoD events
- A one-time 25% coupon code for purchase of DoD items through our online store
- Your company logo proudly displayed on DoD's sponsorship page, linked to your homepage





### LOCAL SPONSOR (\$750 – \$999)

- (1000) DoD postcards
- (10) DoD bumper stickers
- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2015) "Proud Local Sponsor" logo
- Recognition of your support on our regional Facebook page made quarterly (at a minimum), if applicable
- Display your business cards at (4) events in your business' regional area (subject to availability)
- (2) tee shirts
- 11" x 17" sponsor sign and your information on our table at (2) local events
- Your company logo on 1,000 event flyers
- A one-time 50% coupon code for purchase of DoD items through our online store

### NATIONAL SPONSOR (\$7,500 – \$9,999)

- Right to use DoD's current year (2015) "Proud National Sponsor" logo
- Framed Certificate of Appreciation signed by Dogs on Deployment's founders
- Recognition of your support on our Facebook and Twitter pages targeted to a national audience made twice quarterly (at minimum)
- Up to (5) banners with your company's logo as a sponsor of Dogs on Deployment for up to (5) active event areas
- Up to (3) success stories of reunited pets or pets who received financial assistance, published on DoD's Military Tails Blog and quarterly newsletter, listed as "brought to you by [your company]"
- Up to (750) of your business cards distributed at events in your business' local area (subject to availability)
- Listing in our annual financial report as a contributing sponsor
- Your company logo on (1) promotional mailing
- Press release acknowledging your support distributed to news media nationwide
- Opportunity for a company representative to speak at up to (4) DoD events
- A one-time 50% coupon code for purchase of DoD items through our online store
- Your company logo proudly displayed on DoD's homepage
- Award presented by Dogs on Deployment's founders to company via recorded promotional video
- Your logo included on up to (250) promotional giveaway items for events and fundraisers
- Invitation for a guest writer from your company to write on a topic related to DoD's goals to be posted on our Military Tails Blog once semi-annually (if applicable)



(SEE MERITORIOUS NATIONAL)

**NATIONAL SPONSOR (\$10,000+)**

- Right to use DoD's current year (2015) "Proud National Sponsor" logo
- Framed Certificate of Appreciation signed by Dogs on Deployment's founders
- Recognition of your support on our Facebook and Twitter pages targeted to a national audience made three times quarterly (at minimum)
- Up to (10) banners with your company's logo as a sponsor of Dogs on Deployment for up to (10) active event areas
- Up to (6) success stories of reunited pets or pets who received financial assistance, published on DoD's Military Tails Blog and quarterly newsletter, listed as "brought to you by [your company]"
- Up to (1000) of your business cards distributed at events in your business' local area (subject to availability)
- Corporate feature article and listing in our annual financial report
- Your company's logo on promotional mailings for one year
- Press release acknowledging your support distributed to news media nationwide
- Inclusion of your company's name as our Platinum Sponsor in all press releases for one year
- Opportunity for a company representative to speak at up to (4) DoD events
- A one-time 50% coupon code for purchase of DoD items through our online store
- Your company logo proudly displayed on DoD's homepage under "DoD Brought to You By," linked to your homepage
- Award presented by Dogs on Deployment's founders to company via recorded promotional video
- Invitation for a guest writer from your company to write on a topic related to DoD's goals to be posted on our Military Tails Blog once quarterly (if applicable)
- Your company's logo displayed at all DoD events
- Your company's logo on collateral materials or giveaways at DoD events
- Sponsorship of DoD's Quarterly Volunteer Award (your logo in announcements and the award itself)
- Your logo included on up to (250) promotional giveaway items for events and fundraisers
- Your company logo on our Pet in Need posts on our social media pages, reaching close to a quarter million followers
- For military or pet-related companies, add an e-newsletter opt-in field to our user registration page

Sponsorships are valid for one year from the date of your deposit. In order to keep your Sponsorship status, donations must be made annually. Sponsorship levels are subject to change annually.

Dogs on Deployment Sponsorship Benefits apply to corporations, private businesses, foundations and private charities. Sponsorship Benefits do not apply to individual donors.

The benefits to sponsoring Dogs on Deployment are great—reaching the best of the American populace: those that love their country, those that love their troops, and those that love animals. All donations are tax-deductible. Our organization was founded in June 2011 and is rapidly expanding. Praise for our organization continues to flood in from media sources, the community, military organizations, animal rescue groups, and more. We have even been featured on *The Queen Latifah Show* and *People.com*!

Application for sponsorship is on the following page.

## SAMPLES OF SPONSOR RECOGNITION



**SOCIAL MEDIA PET IN NEED POST SAMPLE:** available to Platinum and Gold Corporate Sponsors

In honor of our military families and their dogs this Memorial Day

**PET SUPREME & NATURAL BALANCE**  
Pet Supplies & Grooming | Pet Foods, Inc.

are teaming up to support

**DOGS ON DEPLOYMENT**

**FOR THE COMMON LOVE OF DOG AND COUNTRY**

**20%** OF YOUR **NATURAL BALANCE DENTAL CHEWS OR L.I.T. 14OZ BISCUITS** PURCHASE WILL BE DONATED

**DOGS ON DEPLOYMENT**  
Active Duty | Veteran | Wounded Warrior  
Support for all military pets nationwide

**FOR MORE INFORMATION:**  
[www.dogsondeployment.org](http://www.dogsondeployment.org)

As of January 2014, DoD has placed nearly 400 Pets in Need, and that number continues to grow every week! In addition, DoD has provided nearly \$10k in financial aid to military veterans for help with their pets' care.

Dental Chews help reduce plaque and tartar, are easy to digest, help freshen breath and contain antioxidant nutrients.

L.I.T. Limited Ingredient Treats are designed with a limited number of protein and carbohydrate sources to provide high quality nutrition and optimize skin and coat.

**VISIT US TODAY**

12823 Foothill Blvd., Sylmar, CA 91342  
[www.PetSupreme.net](http://www.PetSupreme.net)

ADVERTISEMENT SAMPLE

**DOGS ON DEPLOYMENT'S**

**Beer DOGS & Veterans**

What More Could You Ask for in a Fundraiser Event?

NOV. 22ND 2014  
4:00 - 10:00 P.M.

JOIN US AT BUTCHER'S BREWING  
9962 Prospect Ave | Santee, CA 92071

**DOGS ON DEPLOYMENT** IS A SELECTED BENEFIT WHICH PRIORITIZES RESPONSIBLE PET OWNERSHIP AND PROMOTES AN ACTIVE RESOURCE FOR ALL STAFF MEMBERS RESPONSIBLE TO SEARCH FOR VOLUNTEERS WHO ARE ABLE TO RESCUE THESE PETS AGAINST THEIR SERVICE COMMITMENTS.  
\*AVAILABLE TO THOSE WHO QUALIFY

THANK YOU TO OUR SPONSORS:

**DOGS ON DEPLOYMENT**  
DESIGN BY MARY CROFTER DESIGN LLC

[WWW.DOGSONDEPLOYMENT.ORG](http://WWW.DOGSONDEPLOYMENT.ORG)

**NATIONAL EVENT FLYER SAMPLE (HOSTED IN SELECT CITIES):** available for most sponsor levels except Meritorious

## APPLICATION

*You can fill this form using the FREE Adobe Acrobat reader. Click on the fields to add your information.*

**DOWNLOAD ADOBE ACROBAT**

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Sponsor's Organizational Name

---

Representative's Full Name

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Mailing Address

---

City

State

Zip Code

---

Email Address:

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Phone

Sponsor is a

Corporation or company

Foundation or Grant Giver

Private organization (not for profit)

Military Spouse Organization

Sponsorship Package (please fill)

(Amount: \$ \_\_\_\_\_ )

Is there a specific event you are sponsoring?

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Date of Sponsorship Application

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Sponsor's Website

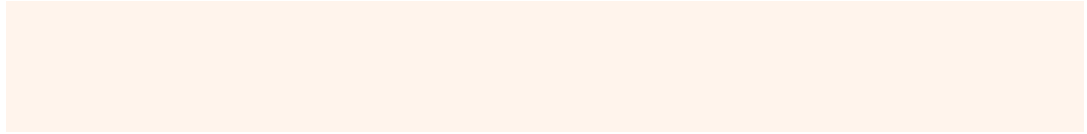
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Sponsor's Facebook

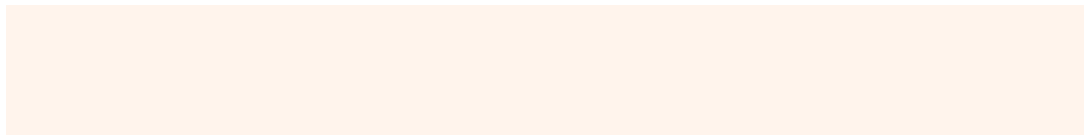
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Sponsor's Twitter

### About Information or Sponsor's Mission Statement



### Message to Dogs on Deployment's fan on why Sponsor choose to support Dogs on Deployment



### Donation Method:

Check made payable to "Dogs on Deployment" mailed to

**Dogs on Deployment:** P.O. Box 710286 | Santee, CA 92072-0286

OR

Paid via PayPal to **donations@dogsondeployment.org**

### Sponsorship Checklist

Completed application (page 10–11) mailed or emailed to

**Dogs on Deployment:** P.O. Box 710286 | Santee, CA 92072-0286

**sponsor@dogsondeployment.org**

OR

**Complete our online form** at [dogsondeployment.org/sponsors](https://dogsondeployment.org/sponsors)

High resolution logo emailed to **sponsor@dogsondeployment.org**

*Preferably a vector format or high resolution PNG with transparency*