

Dogs on Deployment | 2016 Sponsorship Packet



BELLE, THE 2016 DoD MASCOT
PHOTO BY JESSICAN WETTSTEIN



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
- As of early 2016, nearly 900 military pets have been placed in foster care
- Nearly \$200,000 in awards to military families in need



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.

OUR COMMUNITY IS YOUR TARGET AUDIENCE

Did you know that consumers are more loyal to businesses that support the community? According to the 2015 Cone Communications/Ebiquity Global CSR Study:

- 91% of consumers expect companies to do more than make a profit
- 93% of consumers have a more positive image of companies that support a cause
- 90% of consumers are more likely to trust companies that support a cause
- Given similar price & quality, consumers are 90% more likely to switch to a brand associated with a good 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 AUDIENCE

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

ESTABLISH YOUR COMPANY

as a support of America's favorite causes:

OUR TROOPS & PETS



With over a quarter million Facebook Fans and growing by nearly 3,000 the first quarter of 2016 alone—our posts currently average a total “Reach” of over 200,000 people.



We have close to 4,000 Twitter Fans and our audience includes professionals looking to support premium brands. (most also love dogs)

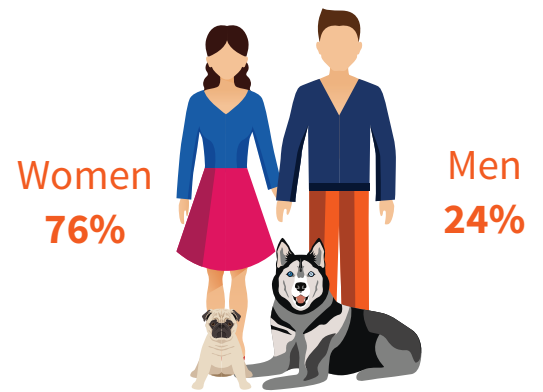


Nearly 7,000 Instagram followers love our photo shares from our military reunions, pet success stories and sponsor support. Trending now #dogsondeployment!

FANS RANGE IN DEMOGRAPHICS



18-24	.	.	.	8%
25-34	.	.	.	25%
35-44	.	.	.	23%
45-54	.	.	.	22%
55+	.	.	.	19%



Large Military Audience & Professionals	.	.	.	42%
Self-Employed	.	.	.	23%
Home-maker	.	.	.	22%
Retired	.	.	.	17%



Showcase your brand in front of **OVER 250,000**
ACTIVE MEMBERS OF THE COMMUNITY

SPONSOR LEVELS

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



LOCAL SPONSOR (\$150 – \$249)

- Letter of Appreciation from DoD Local Chapter
- Recognition of your support on our regional Facebook page, if applicable
- DoD informational flyers by request



NATIONAL SPONSOR (\$2,500 – \$4,999)

- Right to use DoD's current year (2016) "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
- (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]"
- Listing in our annual financial report as contributing sponsor
- DoD informational flyers by request

LOCAL SPONSOR (\$250 – \$499)

- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2016) "Proud Local Sponsor" logo
- Recognition of your support on our regional Facebook page made semi-annually (at a minimum), if applicable
- (2) DoD bumper stickers
- DoD informational flyers by request

NATIONAL SPONSOR (\$5,000 – \$9,999)

- Your company logo proudly displayed on DoD's sponsorship page, linked to your homepage
- Press release acknowledging your support distributed to news media nationwide
- Right to use DoD's current year (2016) "Proud National Sponsor" logo
- Your company logo on up to 5,000 flyers to be passed out at DoD events
- 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)
- Listing in our annual financial report as contributing sponsor

MERITORIOUS

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LOCAL SPONSOR (\$500 – \$999)

- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2016) "Proud Local Sponsor" logo
- Recognition of your support on our regional Facebook page made semi-annually (at a minimum), if applicable
- (5) DoD bumper stickers
- (2) tee shirts
- 8.5" x 11" sponsor sign and information on the table at (1) local event, if available
- A one-time 25% coupon code for purchase of DoD items through our online store



NATIONAL SPONSOR (\$10,000 – \$14,999)

- Your company logo proudly displayed on DoD's sponsorship page, linked to your homepage
- Press release acknowledging your support distributed to news media nationwide
- Right to use DoD's current year (2016) "Proud National Sponsor" logo
- Your company logo on promotional materials for up to (4) events
- Opportunity for a company representative to speak at up to (2) DoD events
- 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)
- (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]"
- A one-time 25% coupon code for purchase of DoD items through our online store
- Listing in our annual financial report as contributing sponsor



LOCAL SPONSOR (\$1,000 – \$2,499)

- Letter of Appreciation from DoD Local Chapter
- Right to use DoD's current year (2016) "Proud Local Sponsor"
- Recognition of your support on our regional Facebook page made quarterly (at a minimum), if applicable
- Your company logo on 1,000 event flyers
- (10) DoD bumper stickers
- (2) regional tee shirts
- 11" x 17" sponsor sign and information on the table at (3) local events
- A one-time 50% coupon code for purchase of DoD items through our online store



NATIONAL SPONSOR (\$15,000 – \$19,999)

- Your company logo proudly displayed on DoD's footer under "DoD Brought to You By," and sponsorship page linked to your homepage
- Press release acknowledging your support distributed to news media nationwide
- Right to use DoD's current year (2016) "Proud National Sponsor" logo
- Your company logo on (1) promotional mailing
- Framed Certificate of Appreciation signed by Dogs on Deployment's founders
- Award presented by Dogs on Deployment's founders to company via recorded promotional video
- 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 (2) banners with your company's logo as a sponsor of Dogs on Deployment for up to (2) active event areas
- 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)
- Your logo included on up to (250) promotional giveaway items for events and fundraisers
- A one-time 50% coupon code for purchase of DoD items through our online store
- Listing in our annual financial report as a contributing sponsor



(SEE MERITORIOUS NATIONAL)

NATIONAL SPONSOR (\$20,000+)

- Your company logo proudly displayed on DoD's footer under "DoD Brought to You By," and sponsorship page linked to your homepage
- 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
- Right to use DoD's current year (2016) "Proud National Sponsor" logo
- Your company's logo on promotional mailings for one year
- Your company's logo on collateral materials or giveaways at DoD events
- Framed Certificate of Appreciation signed by Dogs on Deployment's founders
- Award presented by Dogs on Deployment's founders to company via recorded promotional video
- 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]"
- (10) Pets in Need posts on Facebook listed as "Brought to You By [your company]" within the caption
- Up to (5) banners with your company's logo as a sponsor of Dogs on Deployment for up to (5) active event areas
- 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)
- For military or pet-related companies, add an e-newsletter opt-in field to our user registration page
- Your logo included on up to (250) promotional giveaway items for events and fundraisers
- Sponsorship of DoD's Quarterly Volunteer Award (your logo in announcements and the award itself)
- A one-time 50% coupon code for purchase of DoD items through our online store
- Corporate feature article and listing in our annual financial report

RECOGNITION

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 been featured on *The Queen Latifah Show*, *People.com*, *Fox & Friends* and *Huffington Post*!

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



ADVERTISEMENT SAMPLE



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

APPLICATION

Sponsor's Organizational Name

Representative's Full Name

Mailing Address

City

State

Zip Code

Email Address:

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?

Date of Sponsorship Application

Sponsor's Website

Sponsor's Facebook

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

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

Preferably a vector format or high resolution PNG with transparency



PHOTO BY WESTWAYPETS

SPONSORSHIP

DEBBIE GASKELL

EXECUTIVE DIRECTOR

910.467.7577

sponsor@dogsondeployment.org

twitter.com/ExecDirDoD

linkedin.com/in/debbiegaskell



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DOGSONDEPLOYMENT1



DOGS-ON-DEPLOYMENT