

*In Support of National Pit Bull Awareness Day,
Love-A-Bull Presents:*



Parade of 100 Pit Bulls (and Friends) *and* Fun Fest in Republic Square Park

Nov 7, 2010
12 -5 pm



This year's special guests are **Rescue Ink**, a self-described "army of tattooed, motorcycle-riding street guys who have zero tolerance for animal abuse and neglect" from New York, NY.

Public Awareness Event and Benefit for Love-A-Bull's mission and programming, including education, training, spay/neuter and medical support of pit bulls and their families in our community.

- Sponsorship Package -

Background on National Pit Bull Awareness Day:

National Pit Bull Awareness Day was established as a day to educate and foster positive communications and experiences in the communities in which we and our dogs live. It is a special day to focus on these incredible dogs and their devoted, responsible owners; a day to change perceptions and stereotypes.

In early 2007, nationwide pit bull advocates introduced the idea of an annual National Pit Bull Awareness Day, encouraging pit bull advocates everywhere to host celebratory events in an effort to garner positive media attention, promote responsible ownership and combat existing stereotypes. The National Pit Bull Awareness campaign is a nationwide effort to bring positive awareness and attention to the American Pit Bull Terrier and their responsible owners.

This is Love-A-Bull's third year to join in the celebration, and we are proud to do so with the help of animal welfare champions from Rescue Ink. We are excited to once again host a fun-filled educational event in Austin.



Last year, Love-A-Bull celebrated National Pit Bull Awareness Day with events featuring John Garcia of Best Friends Animal Society, the primary rehabilitator/trainer of the dogs seized from Michael Vick. He conducted two standing room only in-services for local rescue and shelter staff, as well as led our Pit Bull Parade and hosted our screening of "Dog Town" in Zilker Park. Last year's Fun Fest drew over 500 attendees, vendors, rescue groups and attracted various forms of media coverage.

Background on Love-A-Bull:

Love-A-Bull is an outgrowth of the former Meetup.com group (founded in 2003) for pit bull owners in Austin. Love-A-Bull, Inc. was organized in 2008 as a 501(c)(3) charity to educate and to advocate on behalf all breeds commonly referred to as “pit bulls” and pit bull mixes. The group encourages its members to serve as role models of responsible ownership and engage in activism, including support of rescue, and promotion of spay/neuter programs, and opposition of breed-specific legislation. There are nearly 700 members of Love-A-Bull who support its mission and goals.

Love-A-Bull is a young nonprofit, but has already gained a respected reputation locally and nationally. We believe that education, outreach and non-discriminatory laws are always the best solution to public safety concerns. Love-A-Bull has already initiated some significant programming, including:

- Providing **free training** for all dues-paying members of Love-A-Bull who make it a goal to get their dogs certified as Canine Good Citizens (CGC) from the American Kennel Club; Offer a basic and advanced class at Southpaws Playschool with trainer, Jess Wilson
- Extending need-based **medical assistance** to pit bull owners and those fostering pit bulls
- Chairing the **City of Austin’s Pit Bull Task Force**, created by the City of Austin to help achieve the city’s “No-Kill Initiative” and improve public safety, implement public education efforts and reduce the number of pit bulls in the shelter
- Working with **Emancipet and Animal Trustees of Austin** to support the **spaying/neutering** and proper health care of all pit bulls
- Opposing proposed **Breed-Specific Legislation (BSL)**, filing briefs and testifying at hearings
- Forging connections with various **local and national organizations**, including Best Friends Animal Sanctuary, Animal Law Coalition, and the Stubby Dog Project
- Promoting **education** at the City’s vaccination clinics, neighborhood and community meetings, festivals and other events
- Serving as a clearinghouse and informational **resource** to all pit bull owners
- Supporting **rescue** efforts through re-homing promotion, supplies of food and veterinary care
- Planning **fun events** to promote human-dog socialization/bonding and group morale such as the ever-popular “Pints for Pits” events (hosted Shangri-La and Third Base)
- Constantly working to right the imbalance of **fact versus fiction** involving pit bulls in the public realm, especially **in the media**

Other Partnerships and Participation:

- Chain-Free Austin
- Divine Canines (Therapy Dogs)
- Blue Dog Rescue, Lucky Mutts Rescue, Austin Pets Alive!, Happy Endings Rescue
- Southpaws Playschool and University; Jessica Wilson; Tara Stermer (Training by Tara)



Information on This Year's Event:

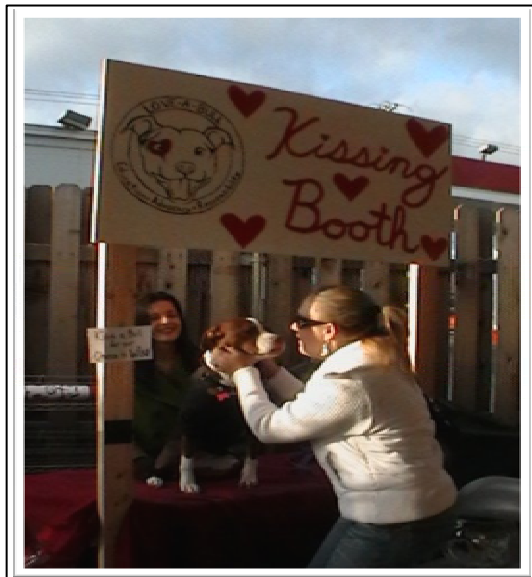
The public is invited to join Love-A-Bull in a dog parade and fun fest from 12 – 5 pm on **Sunday, November 7, 2010**. Special guests, [Rescue Ink](#), who describe themselves as “an army of tattooed, motorcycle-riding street guys who have zero tolerance for animal abuse and neglect,” will be on hand to lead the parade and talk with the community about pit bull rescue, education and advocacy. Rescue Ink is also featured in a nationally televised show that chronicles their rescue and animal-welfare efforts.

The day will consist of two main activities:

Parade of 100 Pit Bulls (and Friends) up Congress Avenue, will assemble that day at 11:30 am at the Congress Avenue Bridge by the Statesman parking lot and will take off at noon, with participants walking up historic Congress Avenue and over on Fourth Street to Republic Square Park. The parade is open to any leashed dog (all breeds) and individuals or families, and dog/human costumes are encouraged.

Fun Fest in Republic Square Park (422 Guadalupe Street, in Downtown Austin), will take place from 1 pm – 5 pm that day, and will feature booths by animal rescue groups, vendors/retailers/trainers, food/drink, screen printing, dog/human merchandise, music, a silent auction, giveaways, and fun/games for the whole family. Rescue Ink will speak about their mission and programs, and do a Question and Answer session with the public. Community groups such as Town Lake Animal Center, Austin Pets Alive!, Emancipet, Animal Trustees of Austin, and the Austin Humane Society will be on hand to feature adoptable pets, services, and information.

Both events are free and open to the public. More information is available at www.love-a-bull.org.



Sponsorship Opportunities:

This exciting celebration of the human-animal bond within our community is made possible through the support of our sponsors, and we would like to extend that opportunity to you. Sponsorship will give your company the opportunity to participate and have fun while advancing animal care, education and support of responsible pit bull ownership.

A variety of sponsorship levels provides you the opportunity or public impressions and exposures that target your audience and community. Benefits of sponsorship include added visibility, increased name recognition and connection with philanthropic and worthy cause.

More than 500 pet owners attended National Pit Bull Awareness Day at Zilker Hillside Theatre in 2009 with even more expected to attend National Pit Bull Awareness Day Fun Fest 2010. The following sponsorship levels grant your company with access to multiple brand impressions, and a wide variety of ways to promote your business to a broad audience. Love-A-Bull also distributes information to nearly 700 members, over 5000 Facebook fans and Twitter followers, and a host of supporters in the local, statewide and national animal welfare communities.

Your sponsorship will allow Love-A-Bull to continue providing assistance, services, education and advocacy to the community. It is extremely valuable to us, and to the many owners and supporters of our mission who work daily to represent pit bulls and pit bull mixes in a positive light, with accurate information and role model behavior of responsible pit bull guardianship.

Thank you for your participation and support!



Sponsorship Levels:

Platinum Sponsorship Package \$1,000.00

The \$1,000.00 Platinum Package is the highest level of sponsorship and designed to give the greatest amount of exposure to all participants. Love-A-Bull will provide the Platinum Sponsor with the following services:

The greatest amount of advertising for the event:

- ♥ An exclusive location for the Company logo/name prominently displayed on the day of the event (signage provided by sponsor)
- ♥ Top location of your Company logo/name on Love-A-Bull's website home page
- ♥ Your Company logo/name prominently displayed on all printed materials
- ♥ Mention of your Company on radio interviews, e-mail campaigns, press releases and advertising
- ♥ Verbal recognition by special guests, Rescue Ink.
- ♥ Passes to VIP Reception with Rescue Ink.

Gold Sponsorship Package \$750.00

The \$750.00 Gold Sponsorship Package is designed to give the sponsor premium exposure to all participants. Love-A-Bull will provide the Gold Sponsor with the following services:

Premium advertising exposure for their contribution:

- ♥ Displayed signage at the event (signage provided by sponsor)
- ♥ Your Company logo/name on Love-A-Bull's website home page
- ♥ Your Company logo and name displayed on all printed materials
- ♥ Mention of your Company on all radio interviews, e-mail campaigns and advertising

Silver Sponsorship Package \$500.00

The \$500.00 Silver Sponsorship Package is designed to give strong recognition and advertising exposure to the animal loving community. Love-A-Bull will provide the Silver Sponsorship Package with the following services:

Strong Advertising for the event:

- ♥ Signage at the event (signage provided by sponsor)
- ♥ Your Company logo/name on Love-A-Bull's website home page
- ♥ Mention of your Company on e-mail campaigns and internet advertising

Bronze Sponsorship Package \$250.00

The \$250.00 Bronze Sponsorship Package is designed to promote your business to the animal loving community. Love-A-Bull will provide the Bronze Sponsor with the following services:

Advertising for your Business:

- ♥ Your Company logo/name Love-A-Bull's website home page
- ♥ Signage at the event (signage provided by sponsor)

Contact Us:

To discuss these or other sponsorship opportunities, please contact Lydia Zaidman at (718) 791-5493, or Lydia@love-a-bull.org. Visit us on the Web at www.love-a-bull.org.

Love-A-Bull is a 501(c)(3) organization, and donations are tax-deductible to the extent allowed by law.

Love-A-Bull Pit Bull Awareness Day 2010 Sponsorship Form

The sponsorship commitment form constitutes an agreement between the company below and Love-A-Bull, Inc. This agreement is irrevocable and becomes effective when received and signed by a representative of Love-A-Bull, Inc. In case of fire, labor strikes or any other event beyond the control of either party, this contract is not binding.

WE WOULD LIKE TO SPONSOR AT THE FOLLOWING LEVEL:

Platinum Sponsor @ \$1,000.00

Gold Sponsor @ \$750.00

Silver Sponsor @ \$500

Bronze Sponsor @ \$250.00

Cash Donation: \$ _____

Company or Individual Name: _____

Contact Name: _____

Contact E-mail: _____

Address: _____

Phone: _____ Fax: _____

_____ We are paying by check and agree to send payment by the deadline of November 1, 2010. All checks must be made out to Love-A-Bull, Inc. and mailed to P.O. Box 18792., Austin, TX 78760.

If you would like to discuss paying by credit card, please contact us at info@love-a-bull.org

A completed photocopy of this agreement will be returned to you upon acceptance by Love-A-Bull, Inc. THE UNDERSIGNED UNDERSTANDS AND ACCEPTS THAT NO REFUNDS WILL BE MADE AFTER FRIDAY, October 1, 2010.

Signed: _____ Date: _____

RETURN FORM TO LOVE-A-BULL, INC. • P.O. Box 18792 • Austin, TX 78760; info@love-a-bull.org