

LOVE-A-BULL'S 7TH ANNUAL

NATIONAL PIT BULL AWARENESS DAY



10.25.15 YARD BAR 12:00 PM - 4:30 PM

SPONSORSHIP OPPORTUNITIES

Get your business or organization involved; become a Sponsor for our event!

This annual gathering is a public awareness event and benefit for Love-A-Bull's mission and programs (including educational, training, and spay/neuter assistance) in support of pit bull type dogs and their families in our community. Read more about the history of this event and Love-A-Bull's involvement at www.love-a-bull.org

Sponsor Benefits

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 the sponsorship opportunity to you. Sponsorship will provide you, or your company, with the opportunity to participate in our event and have fun while advancing animal care and education, supporting responsible guardianship, and advocating for a cause with significant impact on a national level.

Several sponsorship levels provide you the opportunity to create public impressions and gain exposure to target your existing audience while also building a new customer base and new supporters. Additional benefits of sponsorship include added visibility, increased name recognition and connection with a worthy philanthropic cause.

Since 2009, thousands of pet owners have attended Love-A-Bull's celebration of National Pit Bull Awareness Day with even more expected to attend in each coming year. A variety of sponsorship levels grant your company access to multiple brand impressions, and a wide range of opportunities to promote your business to a broad audience. Love-A-Bull also distributes information to 1,900+ local members, 470,000+ Facebook fans, 9,500+ 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. Sponsorship is extremely valuable to our organization and to the many owners and supporters of our mission who work tirelessly to represent pit bull type dogs in a positive light with accurate information and who role model behavior of responsible pit bull guardianship. We hope that you will support this event and the mission of Love-A-Bull by becoming a sponsor!

To discuss these or other sponsorship opportunities (including media sponsorship), please contact Love-A-Bull at sponsors@love-a-bull.org. In-kind donations and silent auction items are also greatly appreciated.

Love-A-Bull, Inc. is a registered 501(c)(3) non-profit organization;
Donations are tax-deductible to the extent allowed by law.

SPONSOR LEVELS

Top Dog Sponsor \$5,000

Gives the greatest amount of advertising:

- Exclusive location for Company logo/name on displayed signage at the event
- Your Company logo/name largest on Love-A-Bull's website home page
- Your Company logo/name prominently displayed on all printed materials (prior to and at event)
- Mention of your Company on radio, social media, e-mail campaigns, press releases and print/internet

Terrific Tail-Wagger Sponsor \$2,500

Gives premium exposure of advertising:

- Prominently displayed signage at the event
- Your Company logo/name large-sized on Love-A-Bull's website home page
- Your Company logo/name displayed on all printed materials (prior to and at event)
- Mention of your Company on radio, social media, e-mail campaigns and print/internet advertising 5-minute Presentation time slot on stage at Festival

Two Paws Up Sponsor \$1,000

Gives high exposure of advertising:

- Prominently displayed signage at the event
- Your Company logo/name medium-sized on Love-A-Bull's website home page
- Your Company logo/name displayed on all printed materials (prior to and at event)
- Mention of your Company on radio, social media, e-mail campaigns and print/internet advertising

Grand Paw Sponsor \$750

Gives significant advertising:

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

High Five Sponsor \$500

Gives strong recognition and advertising exposure:

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

Pittie Pal Sponsor \$250

Promotes your business to the animal loving community:

- Signage at the event (signage provided by sponsor)
- Your Company name on Love-A-Bull's website home page Social media exposure

ABOUT THIS YEAR'S EVENT

Date: Sunday, October 25, 2015; 12-4:30pm

Event: Celebration and Gathering – Yard Bar, 6700 Burnet Rd, Austin, TX 78757 - (free & open to public)

More details online: <http://love-a-bull.org>

ABOUT LOVE-A-BULL

History: Love-A-Bull is an outgrowth of the former Austin American Pit Bull Terrier Meetup group (formed in 2003). The organizers recognized that the political climate warranted the need for change and attained 501(c)(3) status in 2008 to advance achievement of its mission and goals.

Love-A-Bull was organized to educate and to advocate on behalf of the American Pit Bull Terrier, the American Staffordshire Terrier, and the Staffordshire Bull Terrier (all breeds commonly referred to as "pit bulls") and pit bull mixes.

Mission: The mission of Love-A-Bull is to promote responsible guardianship and improve the image and lives of pit bull type dogs through community support, education, advocacy, and rescue.

Involvement: In addition to offering social activities and informal educational opportunities, Love-A-Bull encourages its members to engage in activism. Love-A-Bull welcomes members who are committed to:

- ❖ Educating the public about responsible guardianship of pit bull type dogs;
- ❖ Promoting and reviving the positive image of the All-American dog that once was the pit bull;
- ❖ Dispelling the many urban myths that have developed regarding pit bull type dogs;
- ❖ Fighting against Breed-Discriminatory Legislation (BDL) targeting pit bull type dogs;
- ❖ Promoting and supporting the spaying and neutering of pit bull type dogs;
- ❖ Providing training and support to the families of pit bull type dogs;
- ❖ Working to eliminate dog fighting; and
- ❖ Supporting the rescue and re-homing of pit bull type dogs.

Programming: Love-A-Bull is a young nonprofit, but has already gained a respected reputation locally and nationally. The organization has already initiated some significant programming, including:

- ❖ Providing free four-week Basic and Advanced training courses for all dues-paying members
- ❖ Organizing the Pit Crew, the nation's first all-pit bull therapy dog program
- ❖ Chairing Austin's Pit Bull Working Group, created by the City's No-Kill Implementation Plan
- ❖ Offering free spay/neuter, medical, training and financial assistance to pit bull guardians in need
- ❖ Holding regular off-site adoption events for Adopt-A-Bulls needing homes
- ❖ Intervening in situations involving neglect/abuse, and rescue/re-homing of these dogs (many from rescue efforts nationwide)
- ❖ Filing legal briefs and petitioning/speaking out against BDL (aided in the repeal of the Madisonville, TX ban)
- ❖ Securing grant funding from the Animal Farm Foundation for a Canine Good Citizen program and Spay/Neuter
- ❖ Staffing info booths at neighborhood and community events, festivals, rabies/shots clinics, etc.
- ❖ Serving as a resource and advocate for canine guardians seeking housing that is not breed-restrictive
- ❖ Planning regular fun events to promote socialization/bonding, informal education/outreach (Pints for Pits; Runs with Team Spiridon; Trail walks, Blues on the Green, Holiday photos, etc.)
- ❖ Participating in national pro-pit bull initiatives (Best Friends' "Saving America's Dog" campaign, Pit Bull Media Project, Stubby Dog, etc.)
- ❖ Raising awareness of crucial trends, issues, or developments nationwide that have impact on pit bull guardians

ABOUT NATIONAL PIT BULL AWARENESS DAY – ACROSS THE COUNTRY AND LOCALLY IN AUSTIN

History: In early 2007, [Bless the Bullies](#) 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.

Goal: 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 2009: 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 National Geographic's "DogTown" episode in Zilker Park. That year's Fun Fest drew over 500 attendees, vendors, rescue groups and attracted various forms of media coverage.

In 2010: Love-A-Bull hosted animal welfare crusaders, Rescue Ink, and Shorty "Pit Boss" Rossi (from Animal Planet's "Pit Boss" television show). Rescue Ink and Shorty were the "Grand Marshals" of the Pit Bull Parade up Congress Avenue, which drew upwards of 1,000 four-legged participants (pit bulls the vast majority of them) and 3,000 two-legged participants. Over 60 vendors and rescue groups set up booths at the Fun Fest, which also featured training demos, question and answers with our special guests, games, giveaways, contests and a silent auction. The event generated news coverage on all local, several regional and a handful of out-of-state news outlets (including cnn.com). Love-A-Bull was also featured prominently in the episode of "Pit Boss" filmed at our event, which aired nationally.

In 2011: Love-A-Bull welcomed a wonderful menagerie of special guests from all over: BAD RAP Co-founders Tim Racer & Donna Reynolds, musician John Shipe, actress Holly Marie Combs, YouTube sensation Sharky, and Karma the Flying Pit Bull with brothers Bruzair and Justice. The Pit Crew, Sharky & mom Helen, plus Love-A-Bull's co-founders in a pedicab led the huge gathering of families and their pit bulls – some in excellent costumes – that paraded up Congress Avenue arriving at Republic Square to over 65 businesses, rescue groups, and food vendors set up in the park. And Deb O'Keefe, local host of the 101X radio morning show and guardian of a pit bull named Blue, was our emcee for the event.

In 2012: Love-A-Bull's Texas-Sized Pittie Pride events featured Tia Torres of Villalobos Rescue Center well-known from Animal Planet's "Pit Bulls and Parolees" TV show, and VRC's Jake Gardner now running his own rescue. Gordon 'Shotgun' Shell also attended to help celebrate and spread awareness to end dog fighting. LeRoy Golden's canine pack: Bruzair, Justice, and Karma wowed us with another stellar Frisbee dog demo. The parade and festival attracted a record-breaking crowd – over 300 pittie families were documented in the World Record quest. An expanded Wellness Clinic included even more resources, information, and services such as discounted heartworm check vouchers, free microchips, free spay/neuter appointments and plenty of leashes, collars, and other supplies. The event also included Love-A-Bull's ever-popular Pittie Kissing Booth, costume contests, Q & A with special guests and experts, and over 70 vendor booths.

In 2013: Love-A-Bull's Texas-Sized Pittie Pride 2013 events celebrated FIVE years by continuing the tradition of raising awareness, bringing together dog lovers of all kinds, and honoring our four-legged friends with the theme "All Dogs Are Created Equal." LeRoy Golden's canine stars Bruzair, Justice, and Karma amazed and entertained with another fantastic Frisbee demo. The parade and festival drew many hundreds of participants, with the costume contest as a bit hit. Our Wellness Clinic included a full array of resources, information, and services such as access to veterinarians on-site, discounted heartworm check vouchers, free microchips, free spay/neuter appointments, and leashes, collars, and other supplies. The Pittie Kissing Booth featured Pit Crew dogs giving love to visitors, and our

Q&A included Pit Crew trainer, Crystal Dunn, who demonstrated some therapy dog work for the crowd. The festival offered a park full of vendor booths from trainers, retailers, and service providers.

In 2014: Our Sixth Annual TSPW Weekend was a success! With hundreds of pups and their families turning out to show their pride for our weekend of festivities! The Sunday Parade up Congress Avenue made its way to Republic Square Park where a free festival with vendors, games, contests, music, silent auction, training demos, and mini-clinic was held. We hosted an online contest this year; 1,000s of photos were submitted to vote for our official prom king and queen. We enjoyed having the winners, rescue pups King Porky and Queen Nani as our Grand Marshalls in this year's parade! Canine celebs will include "Flying" Frisbee dogs with LeRoy Golden and Love-A-Bull's Pit Crew (one of the first all-pittie therapy dog groups in the country). We welcomed back our VIP guest, Gordon "Shotgun" Shell for a fabulous weekend of pittie focused events! Additionally, Love-A-Bull partnered with Frank Restaurant again this year to showcase a new public artwork in downtown that is currently still up in downtown Austin! Check out our amazing [video](#) below made by Videographer Chase Martinez! You can also see the event pictures [here](#)

Join us to make history in 2015! Our Seventh Annual celebration of National Pit Bull Awareness Day, in Austin Texas has been changed up this year. This change is due to our favorite location in downtown Austin (Republic Square Park) undergoing Phase II of the City of Austin's Emerging Projects plan. The construction at the park has given us the opportunity to showcase and partner with an exciting and new Austin based dog-focused business, Yard Bar! The Yard Bar has a restaurant and bar on-site and Love-A-Bull will have our team of volunteers available to answer any questions and introduce you to some of our amazing Adopt-A-Bull's. We will be featuring several vendors, including our wonderful friends from Emancipet, as well as games, silent auction items and the chance for your pup to receive a free microchip. Along with our physical event we will also be hosting a month long online! **"My Pit Bull is My Superhero"** photo campaign! Please visit our website for more details and to upload a picture of you and your Superhero.

Sponsorship Form

I would like to sponsor Love-A-Bull for the 7th Annual Community Awareness Celebration of National Pit Bull Awareness Day in the amount of: *(please check level of sponsorship)*

_____	\$250	Pittie Pal
_____	\$500	High Five
_____	\$750	Grand Paw
_____	\$1,000	Gold Paw Sponsor
_____	\$2,500	Terrific Tail Wagger
_____	\$5,000	Top Dog

Contact Information:

Sponsors Full Name: _____

Company Name (if applicable): _____

Mailing Address: _____

Email Address: _____

Phone Number: _____

Love-A-Bull, Inc ., is a non-profit 501(c)(3) organization.

PLEASE MAKE CHECK PAYABLE TO:

Love-A-Bull, Inc.

2900 W. Anderson Lane

C-200 #304

Austin Texas 78757

Love-A-Bull greatly appreciates your donation and support!

Love-A-Bull, Inc. is a registered 501(c)(3) non-profit organization;
Donations are tax-deductible to the extent allowed by law.