



**2009 Westchester Pet Adoption Fair & Expo**  
c/o Cat Assistance, Inc.  
P.O. Box 539  
Ardsley, New York 10502

## **2009 Westchester Pet Adoption Fair & Expo:**

**Date:** Saturday, October 10, 2009

**Place:** Westchester County Center  
198 Central Avenue, White Plains NY 10606

**Times:** 10:00 AM – 5:00 PM

This event is a fun and informative day for pet owners, pet lovers and those looking to adopt pets. Over 14 animal rescue groups will be onsite with over 125 animals for adoption including exotic pets! In addition, there are many quality vendors with pet products and people products too. Each year attendance and adoptions have grown since this events inception in 2003. Last year 68 dogs, cats and exotic pets found new homes – this year our goal is to help 100 homeless pets find new homes! With your help we can do it. Attendance in 2008 was 1,100.

Informative displays & exhibits as well as entertainment:

- “Ask the Vet” Booth
- “Stop Animal Cruelty” Booth
- Face Painting for Children
- Pet Psychic – bring a photo of your pet for a personal reading
- Freestyle Canine Dancing Exhibition
- Agility demonstrations
- K-9 Police demonstrations
- Free give-a-ways, & raffles.

Many quality vendors with pet products and items for people too!

Admission is \$5.00 – Children 12 and under are free

Sponsorship opportunities on the following pages:

# Sponsorship Registration Form

**Date:** Saturday, October 10, 2009  
**Location:** Westchester County Center, White Plains, New York  
**Time:** 10:00 AM – 5:00 PM

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Sponsor Categories:** (See next page for sponsor benefits)

Presenting Sponsorship (only one available)	\$2,500	\$ _____
Platinum Sponsorship	\$1,500	\$ _____
Gold Sponsorship	\$1,000	\$ _____
Silver Sponsorship	\$500	\$ _____
On Site Display/Vendor Booth	\$160	\$ _____
Helping Paw	\$100	\$ _____

Enclosed is my check for \$ \_\_\_\_\_ (payable to Pet Adoption League, Inc. / Pet Expo)

Charge cards - use Pay Pal on [www.nypetexpo.org](http://www.nypetexpo.org)

**Name on card:** \_\_\_\_\_

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

Please send this form along with payment to:

Pet Adoption League  
Attn: Pet Expo  
PO Box 914  
Yonkers, New York 10704  
Or via e-mail to: [sarahjony@aol.com](mailto:sarahjony@aol.com)

For Event Program ads contact: Sarah Hart at (914) 328-1609

Questions? Call Jeannie at (914) 263-2967, Sarah at (914) 328-1609 or Rick at (914) 552-8454

All donations and fees will benefit Cat Assistance, Inc. and Pet Adoption League, Inc. both 501(c) 3 charities and are tax deductible to the extent of permitted by law. Receipt to follow after payment.

# *2009 Westchester Pet Adoption Fair & Expo*

*Be a part of the fun and excitement and saving pet's lives*

To become a Sponsor or Vendor contact Rick Stein at [r.stein25@gmail.com](mailto:r.stein25@gmail.com) or Jeannie Johnson at (201) 225-5030 / (914) 263-2967

**You can participate at the following levels:**

## **\$2,500 Presenting Sponsorship**

### **Benefits:**

- Name and logo on banner outside of the Westchester County Center. 62,000 vehicles views per day.
- Name and logo on cover of Official Program as a Presenting Sponsor
- Full-page, inside back cover or inside front cover ad in the event program that is available to all attendees and at key locations in the area.
- (25) Free Admissions to the event.
- Name and logo will be incorporated as presenting sponsor in all printed materials, press releases, promotional pieces, paid advertising, public service announcements
- Name, logo and link on three websites: Pet Expo website Home Page as well as Cat Assistance, Inc. and Pet Adoption League, Inc. websites for 1 year, from date of deposit. Over 10,000 views per month.
- Banner (provided by sponsor) with name and logo displayed at Information Booth at entrance to event.
- Name and logo displayed prominently at admissions booth of event
- Vendor booth and display with prime location and the opportunity to hand out samples, coupons, advertisements and sell merchandise

## **\$1,500 Platinum Sponsorship**

### **Benefits:**

- Name and logo will be incorporated as a top sponsor in all printed materials, press releases, promotional pieces, paid advertising, public service announcements.
- Name and logo on cover of Official Program as a Platinum Sponsor
- Will receive full-page, ad inside front cover or inside back cover in the event program that is available to all attendees and at key locations in the area. (based on availability)
- Name, logo and link on three websites: Pet Expo website Home Page as well as Cat Assistance, Inc. and Pet Adoption League, Inc. websites for 1 year. Over 10,000 views per month
- Banner (provided by sponsor) with name and logo displayed at entertainment area.
- Name and logo displayed prominently at admissions booth of event
- Vendor booth and display with prime location and the opportunity to hand out samples, coupons, advertisements and sell merchandise

## **\$1,000 Gold Sponsorship**

### **Benefits:**

- Name and logo will be incorporated as a sponsor in all printed materials, promotional pieces, paid advertising, public service announcements.
- Name, logo and link listed on sponsor page of Pet Expo website and the websites of both Cat Assistance, Inc. and Pet Adoption League, Inc. for 1 year. Over 10,000 views per month.
- Name logo displayed prominently at admissions booth of event
- Vendor booth and display with prime location and the opportunity to hand out samples, coupons, advertisements and sell merchandise
- Will receive full-page, ad in the event program that is available to all attendees and at key locations in the area.
- Will be listed in the Official Program as a Gold Sponsor.

## **\$500 Silver Sponsorship**

### **Benefits:**

- Name and logo will be incorporated as a sponsor in all printed materials, and promotional pieces.
- Name, logo and link listed on sponsor page of Pet Expo website for 1 year.
- Vendor booth and display with prime location and the opportunity to hand out samples, coupons, advertisements and sell merchandise
- Can choose a specific exhibit or display to sponsor which will include your banner (banner provided by sponsor) such as: Pet Psychic booth, Low Cost Spay & Neuter booth, Ask the Vet Booth, Entertainment provided by (Name).
- Name & Logo listed in the Official Program as a Silver Sponsor

## **On-Site Display / Vendor Space: \$150 (\$275 for two booths).**

8 ft x 10 ft space

- Booth Includes: (1) table and (2) chairs (\$10 charge for each additional table), Pipe & drape and table cloth
- Electricity, if needed
- Listing in Official Event Program
- Name & Link to your website on [www.nypetexpo.org](http://www.nypetexpo.org)

## **\$100 Helping Paw Sponsor:**

**\$100 or donate products for Grab bags and give-a-ways.**

Minimum of 200 items donated and fee is waived.

### **Benefits:**

- Will be listed as a sponsor on [www.nypetexpo.org](http://www.nypetexpo.org)

**Official Event Program Advertising:**

- Full page ad \$100
- Half Page ad \$60
- Business Card ad \$35
- Preferred position Call for prices. Based upon availability.

If you wish to advertise in the Event Program or reserve display space please contact Sarah Hart at (914) 328-1609 or e-mail at [sarahjony@aol.com](mailto:sarahjony@aol.com)

*Cat Assistance, Inc., and Pet Adoption League, Inc. receives no federal, state or county funding to support our life saving work and placement of over 500 animals a year. We rely on generous individuals, foundations and corporations who share our belief that animals deserve humane, compassionate treatment and the chance to find a loving forever home. Your support will reach thousands of local animal owners and lovers, enable many animals to be adopted and find loving homes and enable Cat Assistance and Pet Adoption League to continue to save animals lives and to give hope to the homeless and Life to the doomed. Thank you for being a part of this unique and wonderful event.*

