



# Poochella

Presented by the Board of Directors - Benefitting Shelby Humane  
381 McDow Road, Columbiana AL 35051  
Tax Id 63-0817987

Poochella is an annual fundraising event for Shelby Humane. This event directly supports our mission to care for homeless, abused, neglected and abandoned animals, to educate the community in responsible pet ownership. Individual and Corporate Sponsorships are also available at the following levels; contact the Director of Development at 205-669-3916.

**Title Sponsor \$5,000 - benefits include:**

Branding on main stage header, logo to be included on all press releases, banner and link at top of event website's sponsorship page, premier logo placement on all promotional materials (posters, print, television, event signage, t-shirts, hats and all ticketing e-blasts), onsite presence at event including tent or mobile unit, up to 8 live mentions by event emcee, 10 general admission passes and first right of refusal for title sponsorship for next year's event.

**Entertainment Sponsor \$3,000 - benefits include:**

Logo to be included on all press releases, link on event website's sponsorship page, top tier logo placement on all promotional materials (posters, print, television, event signage, t-shirts, hats and all ticketing e-blasts), onsite presence at event including tent or mobile unit, up to 6 live mentions by event emcee, 8 general admission passes and first right of refusal for entertainment sponsorship for next year's event.

**Kids Zone Sponsor \$2,500 - benefits include:**

Logo to be included on all press releases, link on event website's sponsorship page, top tier logo placement on all promotional materials (posters, print, television, event signage, t-shirts, hats and all ticketing e-blasts), onsite presence at event including tent or mobile unit, up to 4 live mentions by event emcee, 6 general admission passes and first right of refusal for kids zone sponsorship for next year's event.

**Contact Information:**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Mailing  
Address: \_\_\_\_\_

City: \_\_\_\_\_ . State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

I understand that Sponsors must return this form prior to the end of business September 16th in order to be acknowledged in the event program and receive pre-event publicity. Shelby Humane Society reserves the right to accept or refuse any sponsorship and to produce, approve or remove any acknowledgement or other forms or recognition of any sponsor. If sponsorship is refused, payment will be returned to the applicant. All accepted sponsorships are non-refundable and may not be canceled after this Sponsorship Application has been processed. Shelby Humane reserves the right to cancel or reschedule Poochella due to weather or other threats to the success of the event. Should the event be canceled and not rescheduled, the sponsor shall receive a full refund of its investment, less any unrecoverable promotional expenses.

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Shelby Humane Representative

\_\_\_\_\_  
Date