



20TH

ANNIVERSARY



Charleston Animal Society

CHILI COOK-OFF & OYSTER ROAST

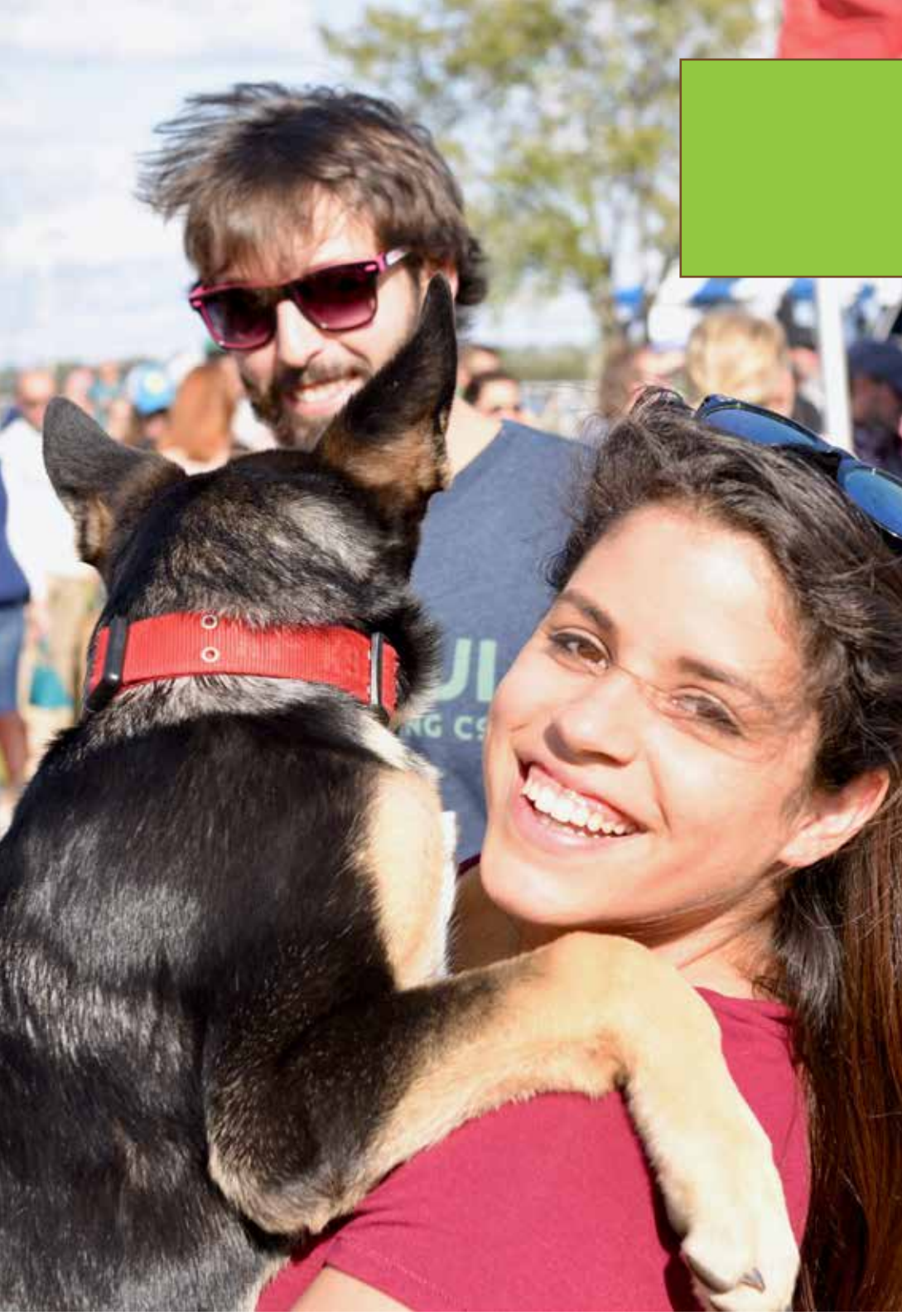
Sponsorship & Information Packet



NOVEMBER 16, 2019

Riverfront Park / North Charleston, SC





THANK YOU

FOR CONSIDERING US!



On November 16, 2019 Charleston Animal Society will host the 19th-Annual Chili Cook-Off & Oyster Roast. The event will take place at beautiful Riverfront Park in North Charleston.

OUR MISSION

Since its founding, our mission has always stayed the same: To Prevent Cruelty to animals. In 1874, Charleston Animal Society became the first animal organization in South Carolina and one of the first in the Nation, and has never turned our local animals away.

OUR VISION

Our vision is one where all healthy and treatable animals are saved. It's a vision where all people and animals are treated with respect and kindness, and it envisions a world where cruelty is not tolerated.

Thank you,

Elena Lawson

Director/Special Projects & Business Partnerships
elawson@charlestonanimalsociety.org

843-437-5701



WHY SHOULD I BECOME A SPONSOR?

SPONSORSHIP LEVELS

HERE ARE A FEW REASONS...

We maximize our sponsors' exposure! The Chili Cook-Off & Oyster Roast is our BIGGEST event. It includes four bands, kids' games, over 100 chili teams, oysters, beer & wine, pet adoptions & so much more. Our aggressive marketing and advertising campaign for the event will get your company exposure on multiple platforms. Here are a few!

MARKETING PLATFORMS

PRINT

Sponsors receive placement on printed, promotional, and ad materials corresponding to your level of sponsorship.

MEDIA

The Chili Cook-Off is featured on the local news and radio outlets. We also partner with the Post & Courier, The City Paper, CRBJ, Carolina Tails, among others.

ONLINE

Sponsors will have their logos displayed on email marketing campaigns, web pages, and social media. Over one million impressions across all channels were served.

EVENT DAY

With over 7,500 expected attendees, your company is guaranteed to be seen on premise during the big day!

ACHIEVEMENTS

MADE POSSIBLE BY THE COMMUNITY

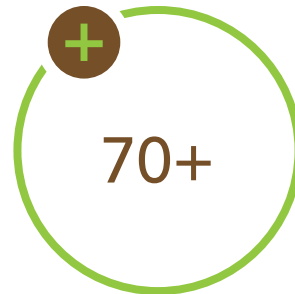


We are Charleston Animal Society. A 501(c)(3) non-profit organization (Tax ID: 57-6021863) that depends on philanthropic gifts from the community to help save lives. As an open-admission animal shelter we care for 90% of the animals in our area. We are a No Kill. No Harm. Community and we *NEVER* turn an animal away! This year will mark the 20th Anniversary of the Chili Cook-Off & Oyster Roast. It is the largest fundraising event held by Charleston Animal Society. Take a look at some of the numbers from last year's big day.



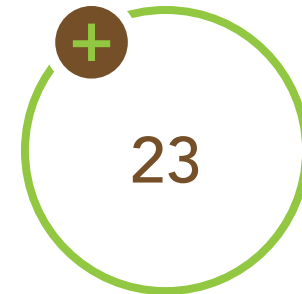
Attendees

Over 6,000 people walked the grounds at Riverfront Park in 2018, making it our most-attended event ever!



Teams in the Chili Cook-Off

We had over 70 chili recipes entered into the 2018 cook-off, including over 75 sponsors showcasing their companies (and cooking skills).



Dogs Adopted

EVERY dog that was brought to last year's event left with a new home.

DON'T JUST TAKE OUR WORD FOR IT!

Here are what a few of our sponsors had to say...



CHARLESTON RIVERDOGS

WALTER NOLAN-COHN

"This was my first year as a participant in the Chili Cook Off and the Charleston Animal Society could not have been more professional and easier to work with. Furthermore, this event was far and away one of the most fun and interactive events that the Lowcountry has to offer. Already excited for next year!"



HOLLYWOOD FEED

MIKE CLEVELAND

"The Chili Cook Off was a big hit for us! It was executed very professionally and, given the amount of traffic we saw, the event gave our brand tremendous exposure in the area. We're looking forward to next year!"



BREAKTHRU BEVERAGE

JAMES FARRA

"We as Breakthru Beverage were pleased to once again sponsor the 19th annual Charleston Animal Society Chili Cook Off - The event is for a great cause & it reaches the perfect demographic for us to feature our wines. We look forward to the 20th Anniversary next year!"



CHARLESTON BATTERY

CHARLESTON BATTERY TEAM

"As always, the CAS Chili Cook Off was amazing! Great food, great music, and all for a great cause! We will be back next year! "

CAROLINA REAPER - EVENT SPONSOR

\$25,000 // ONLY ONE AVAILABLE

INCLUDED WITH THIS SPONSORSHIP:

- ✓ 25 Admission tickets with VIP Access
- ✓ Table & chairs + 10X10 Tent *(Upon Request)*
- ✓ Stage recognition by emcee at event.
- ✓ Company name or logo on CAS website & email

- ✓ Company Name or Logo on event poster/banner
- ✓ Opportunity to appear on one tv/radio spot
- ✓ Facebook post to estimated 250k followers and one-minute ad or slide on lobby monitor

PRIMO PEPPER - VENUE SPONSOR

\$20,000 // ONLY ONE AVAILABLE

INCLUDED WITH THIS SPONSORSHIP:

- ✓ 20 Admission tickets with VIP Access
- ✓ Table & chairs + 10X10 Tent *(Upon Request)*
- ✓ Stage recognition by emcee at event.
- ✓ Company name or logo on CAS website & email

- ✓ Company Name or Logo on event poster/banner
- ✓ Opportunity to appear on one tv/radio spot
- ✓ Facebook post to estimated 250k followers and one-minute ad or slide on lobby monitor

SPONSORSHIP LEVELS CONTINUED

Find the right fit for your company!

CALIENTE "HOT" SPONSOR

MAIN STAGE SPONSOR
\$15,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on the main stage
- ✓ 15 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



HABANERO SPONSOR

T-SHIRT SPONSOR
\$10,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on T-Shirt
- ✓ 10 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



HABANERO SPONSOR

SATELLITE STAGE AREA
\$10,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on the satellite stage
- ✓ 10 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



SPONSORSHIP LEVELS CONTINUED

Find the right fit for your company!

CAYENNE SPONSOR

VIP TENT SPONSOR

\$8,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on VIP Tent
- ✓ 8 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



CAYENNE SPONSOR

OYSTER AREA SPONSOR

\$8,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on Oyster Zone
- ✓ 8 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



JALAPENO SPONSOR

FOOTBALL TV AREA SPONSOR

\$6,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on Football TV Zone
- ✓ 6 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



SPONSORSHIP LEVELS CONTINUED

Find the right fit for your company!

JALAPENO SPONSOR

APPROACH ZONE

\$6,000 // ONLY ONE AVAILABLE

- ✓ Company name or logo on Approach Zone
- ✓ 6 Admission tickets with VIP Access
- ✓ Table & chairs + 10x10 tent (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Opportunity to appear on one TV or radio spot
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor



MILITARY TICKET SPONSOR

\$4,000 // 10 AVAILABLE

- ✓ 50 Tickets distributed to Military Personnel
- ✓ Marketing strategy for increased promotion
- ✓ 6 Admission tickets with VIP Access
- ✓ Table & chairs at event (upon request)
- ✓ Stage recognition by emcee
- ✓ Company name or logo on event poster/banner
- ✓ Company name or logo on CAS website and email
- ✓ Facebook post to estimated 250k followers & one-minute ad or slide on lobby monitor

POBLANO SPONSOR

\$1,200 // 15 AVAILABLE

- ✓ 2 Admission tickets to the event
- ✓ Table & chairs at event (upon request)
- ✓ Company name or logo on event banner
- ✓ Company logo/link on CAS website

EVENT AREA SPONSOR

\$2,500 // 24 AVAILABLE

- ✓ Company name or logo recognizing designated Event Area
- ✓ 4 Admission tickets with VIP Access
- ✓ Table & chairs at event (upon request)
- ✓ Company name or logo on event banner
- ✓ Company name or logo on CAS website

EXHIBITOR TABLE SPONSOR

\$500 // 30 AVAILABLE

- ✓ 2 Admission tickets to the event
- ✓ Table & chairs at event (upon request)
- ✓ Company name or logo on event banner

| BECAUSE OF YOU

Over 20,000 abandoned, sick, abused, and neglected animals from throughout the area enter our care annually. Charleston Animal Society spends an average of \$390 on each animal for the medical treatment of injured and ill homeless animals, many of which have been hit by vehicles, afflicted with disease, shot, victimized or abused in some form. Here are few ways your sponsorship money helps!



SPAY & NEUTER

Thanks to your donation — We were able to spay and neuter over 11,000 animals in 2018.



FOUND HOMES

Thanks to your donation — We found found homes for over 5,000 animals in 2018.



FOSTER HOMES

Thanks to your donation — We were able to send 2,523 animal to foster homes.



REUNITE LOST PETS

Thanks to your donation — We were able to reunite 1,259 lost animals with their families.

SPONSORSHIP LEVEL SELECTION

Simply fill this out and send it in!

PLEASE CIRCLE THE CHOSEN SPONSOR PACKAGE

CAROLINA REAPER

PRIMO

CALIENTE

HABANERO

CAYENNE

JALAPENO

MILITARY

EVENT AREA

POBLANO

EXHIBITOR

IF YOUR SPONSORSHIP PACKAGE INCLUDES ONE OF THE FOLLOWING, CIRCLE YOUR CHOICE BELOW:

SPONSOR REQUESTS:

10X10 TENT

TABLE & CHAIRS

APPEARANCE ON TV

RADIO SPOT

SPONSOR CHOICE:

FACEBOOK POST

SLIDE ON LOBBY MONITOR

IN-KIND DONATION – PLEASE DESCRIBE OR ATTACH DESCRIPTION OF PRODUCT OR SERVICES BEING PROVIDED

NAME _____ SIGNATURE _____ DATE _____

COMPANY _____ EMAIL _____ PHONE _____

MAILING ADDRESS _____

PAYMENT

CARD TYPE: MASTERCARD VISA DISCOVER AMEX

CREDIT CARD NO. _____ EXPIRATION DATE _____

BILLING ADDRESS _____

NAME ON CARD _____ SIGNATURE _____

EXTRA OPTIONS

EACH SPONSORSHIP ALLOWS ENTRANCE FOR 3 EMPLOYEES, OTHERS MUST HAVE TICKETS

\$200 - PACKET OF 10 ADDITIONAL ADMISSION TICKETS

\$500 - PACKET OF 25 ADDITIONAL ADMISSION TICKETS

\$250 - EVENT TENT (IN VENDOR VILLAGE) WITH EXTRA TABLE (1) & CHAIRS (2)

\$500 - PRODUCT PLACEMENT AT EVENT

(ANY ITEM THAT REQUIRES FOOTPRINT IN EXCESS OF 10X10 ASSIGNED AREA)

**** CASH PAYMENT REQUIRED FOR ALL ADD-ON ITEMS**

***** EXCLUSIVITY FOR SERVICE/PRODUCT TYPE OF BUSINESS SPONSOR AT EVENT NEGOTIABLE. ADDITIONAL PRICE BASED ON VOLUME OF FORFEITED COMPETING SPONSORS, SALES AND VALUE OF EXCLUSIVITY ARRANGEMENT.**

PLEASE SUBMIT PAYMENT BY OCTOBER 26, 2019

**CHECKS PAYABLE TO CHARLESTON ANIMAL SOCIETY WITH THIS FORM AND
YOUR COMPANY'S HIGH-RESOLUTION LOGO TO THE ATTENTION OF:**

**ELENA LAWSON
DIRECTOR OF SPECIAL PROJECTS &
BUSINESS PARTNERS
CHARLESTON ANIMAL SOCIETY
2455 REMOUNT ROAD
NORTH CHARLESTON, SC 29406**

**PHONE: 843-329-1552
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