



DON'T

KILL BILL

303-807-0412 * kyla@upforpups.org

On Saturday, March 10th, 2012, animal lovers will gather for a spectacular event in Denver, CO at the Lakewood Cultural Center. It's called *Don't Kill Bill*.

"Thanks for a **heartwarming**, wonderful, show. We laughed, cried, and listened with interest to the message. I think that this should definitely be a traveling show; **people need to see it!**" -Hilary Lane, Fang Shui Canines and American Treibball Association

Up For Pups, a 501c3 non-profit animal welfare education organization whose founder created Don't Kill Bill, is offering supporters the unique opportunity to sponsor the show, reaching an audience of more than 300 dog-lovers and resonating throughout the virtual animal welfare support community.

Don't Kill Bill is a unique theatrical experience produced by author/aerialist Kyla Duffy to inspire rescue volunteering and raise awareness about adoption. This emotional journey through the lives of 11 adopted dogs and Bill, a puppy mill survivor and star of the show, brings animal rescue to the forefront of people's thoughts and conversations. Direct exposure to the 300+ audience members in attendance is just the beginning. As a Don't Kill Bill sponsor, you will also have the opportunity to reach thousands of dog-lovers online via the Up For Pups website, mailing list, FB page, and Twitter communications.

See the show promo video at <http://upforpups.org/dkb> and photos of the first Don't Kill Bill show at <http://upforpups.org/events> .

Make a difference and get recognition for your support of animal rescue. Several sponsorship opportunities are available!

- 15-to-30-second commercial on-screen at the show
- Your logo and website printed in the show program
- Logo with a link on <http://upforpups.org> for one year
- Guest blog post at <http://upforpups.org>
- Your brand promoted to bloggers, Facebook fans, and Twitter followers
- On-stage product endorsement
- Your own table space at the event
- Event tickets for you and your guest(s)
- Recognition as a rescue supporter by thousands of dog lovers, both locally and virtually!





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Sponsorship Opportunities

GET 20% OFF BY SIGNING UP AS A SPONSOR BEFORE NOVEMBER 15TH, 2011!

Platinum Paw: \$1500 + product/service donation for drawing (1 available per show)

- 30 second commercial on screen during the event and a link to your commercial at <http://upforpups.org>
- Your company logo and website link will be featured in the electronic invitation sent out to hundreds of local supporters, again in a thank you follow up electronic card sent out to attendees and your company will be featured (logo, link and blog mention) in our fall e-newsletter, sent out to thousands of virtual supporters nationwide
- Your logo and a link to your website on <http://upforpups.org> for one year
- An opportunity for guest two guest blog posts in 2011, featured on <http://upforpups.org>
- Your logo and two sentences about your company highlighted in the event program distributed to guests
- Your brand promoted at <http://facebook.com/upforpups>
- Your brand promoted on twitter via @happytailsbooks
- On-stage product endorsement during the event
- Your own representatives at a table during the event intermission and before the event
- Four free tickets

Heart of Gold: \$500 + product/service donation for drawing (3 available per show)

- Your 15 second commercial or advertisement promoted on screen
- Your logo printed on the show program
- One blog post about your products
- Your link on <http://upforpups.org> for six months
- Your brand promoted at <http://facebook.com/upforpups>
- Your brand promoted on twitter via @happytailsbooks
- Two free tickets

Bone-fide Bronze: \$300 + product/service donation for drawing (5 available per show)

- Your logo printed in the show program
- Your link on <http://upforpups.org> for three months
- Your brand promoted at <http://facebook.com/upforpups>
- Your brand promoted on twitter via @happytailsbooks



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Dear Rescue Supporter,

Thank you for making a difference for animals in need as a sponsor for our Denver 2012 **Don't Kill Bill** event. We appreciate of your interest in the Don't Kill Bill experience and look forward to working with you! Please contact me via phone or email at your earliest convenience with questions and fill out the form below to secure your sponsorship level.

Sincerely,

Kyla Duffy,
Up For Pups Founder
P: 303-807-0412
Kyla@upforpups.org

Circle Package Type: Platinum Paw Heart of Gold Bone-fide Bronze

Company Name/Website: _____

Rep Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Total Amount Enclosed (20% off if you sign up before November 15th 2011) : \$ _____

Please make checks payable to: Up For Pups, 3110 Gatling Lane, Boulder, CO 80301