



August 25, 2008

Dear Potential Sponsor:

The 2<sup>nd</sup> Annual Pet Expo presented by Happy Paws and Friends will take place November 22-23, 2008 at Cashman Center in Las Vegas, Nevada. This high-quality event is expected to attract thousands of individual and group attendees, hundreds of booths and extensive media coverage.

We will also offer marketing and promotional opportunities with “Air Bud,” the basketball-playing Golden Retriever who starred in the hit Disney movie “Airbud,” and the skateboarding, snowboarding Bulldog “Tillman,” featured on many national TV shows.

In addition to showcasing what’s hot and not in the latest pet trends, pet clothing and accessories and pet products just in time for Holiday shopping, the 2<sup>nd</sup> Annual Pet Expo offers family-friendly entertainment, provides a platform to educate the public about best practices in pet care and training, and contributes to increased awareness and support for more than 20 nonprofit agencies that provide vital services in rescuing and sheltering animals. A portion of the proceeds from the 2<sup>nd</sup> Annual Pet Expo will be donated to local pet-related nonprofit organizations.

Nevada’s premier indoor educational pet product and services exposition cordially invites your company to become one of its lead sponsors of this much anticipated event.

**Platinum Sponsor – \$10,000**

- Partner with the only indoor consumer pet expo in Las Vegas
- Inclusion in all press for leading up to the actual event
- Advertising brand with celebrity pets (Air Bud and Tillman)
- Any media interviews with celebrity pets would include Platinum Sponsor
- Publicity includes: Television, print magazines and newspapers, internet, event posters in key area businesses, direct mail and radio.
- Strong online-presence
- Banner Ad on Happy Paws and Friends Pet Expo site
- Social marketing on top rated pet forums
- Company Logo linked from our homepage
- Bi-Monthly targeted email blasts
- Hourly live announcements via PA system during expo hours
- 10 x 30 carpeted pipe and drape booth – priority space location
- Five Prime Banner Locations
- 50 Complimentary Expo Passes
- Complimentary Tickets to the Meet-n-Greet at The Stirling Club
- Complimentary Parking Passes for your Staff
- Two Night Hotel package (out-of-town sponsors)

- Transportation Service to and from Hotel/Expo

**Gold Sponsor - \$5,000**

- Partner with the only indoor consumer pet expo in Las Vegas
- Inclusion in all press for several months leading to the actual event
- Publicity includes: Television, print magazines and newspapers, internet, event posters in key area businesses, direct mail and radio.
- Strong online-presence
- Banner Ad on Happy Paws and Friends Pet Expo site
- Social marketing on top rated pet forums
- Company Logo linked from our homepage
- Bi-Monthly targeted email blasts
- Four live announcements via PA system during Expo each day
- 10 x 20 carpeted pipe and drape booth – priority space location
- Two Prime Banner Locations
- 20 Complimentary Expo Passes
- Complimentary Tickets to the Meet-n-Greet at The Stirling Club
- Complimentary Parking Passes for your Staff
- Transportation Service to and from Hotel/Expo
- Alliance with a good community cause

**Silver Sponsor - \$2,500**

- Partner with the only indoor consumer pet expo in Las Vegas
- Inclusion in all press for several months leading to the actual event
- Publicity includes: Television, print magazines and newspapers, internet, event posters in key area businesses, direct mail and radio.
- Strong online-presence
- Banner Ad on Happy Paws and Friends Pet Expo site
- Social marketing on top rated pet forums
- Company Logo linked from our Homepage
- Bi-Monthly targeted email blasts
- 10x10 carpeted pipe and drape booth – priority space location
- One Prime Banner Location
- 10 Complimentary Expo Passes
- Complimentary Tickets to the Meet-n-Greet at The Stirling Club
- Complimentary Parking Passes for your Staff

Thank you for your consideration. Please visit [www.happypawsandfriends.com](http://www.happypawsandfriends.com) for more information. I look forward to exploring with you how we can work together to make the 2<sup>nd</sup> Annual Pet Expo presented by Happy Paws and Friends rewarding for your company.

Best Wishes

*Trish Williamson*

Publicist, Happy Paws and Friends Pet Expo

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