



The Pet Project Foundation will hold the 16<sup>th</sup> Annual Wag-A-Thon™ on Saturday, April 25, 2009, in scenic Dana Point Harbor.

The Wag-A-Thon, acclaimed as the "Walk with the Animals", has become the highlight event for pet lovers. **This is an outstanding opportunity to market to your target audience...PET LOVERS!** This fun, family affair attracts participants from all of Southern California. The pet walk begins a day of events, including pet contests, celebrities, refreshments, music, and a **BOWSER BAZAAR**. Last year more than **2,500 people** and **1,000 dogs** attended the Wag-A-Thon, making it the Top Dog Event of Orange County.

As a sponsor of the Wag-A-Thon, you not only support a popular community event, but receive **AN OUTSTANDING VALUE FOR YOUR PUBLICITY DOLLARS**. Depending on the level of sponsorship you choose, your logo would appear in the Wag-A-Thon brochures, on the event T-Shirts, Route Markers, PPF newsletter, our website, and much more. Your company may choose to have a booth at the event. Wag-A-Thon brochures and publicity information will be distributed in March to previous participants, at dog parks, veterinarian clinics, community businesses, the San Clemente-Dana Point Animal Shelter, and many places where you will find dogs and dog lovers.

The sponsor levels and benefits are attached. As an all-volunteer, nonprofit organization, we rely on sponsors to offset the cost of producing a fund-raising event of this magnitude. Proceeds from this event go directly to the care and welfare of the animals at the **pro-humane San Clemente-Dana Point Animal Shelter**. This includes the medical needs of all of our animals at the shelter, spay/neuter program, dog trainer and kennel attendants' salaries, humane education, community programs and much more. Without the help of all the volunteers and the support of the community, all this would not be possible.

The San Clemente-Dana Point Animal Shelter is proud of its 95% adoption/claim rate. It has been recognized by the ASPCA as an outstanding facility and recently was named "**Best Place To Adopt A Pet**" by Orange Coast Magazine. The Wag-A-Thon is one of PPF's biggest fund-raisers and is crucial to its existence and ability to help the animals.

In order to guarantee your inclusion in the Wag-A-Thon brochure, please respond by March 1, 2009

**P.P.F. looks forward to hearing from you and seeing you at the 2009 Wag-A-Thon!**

Sincerely,

Brenda Whitney

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