

NEW ENGLAND FEDERATION OF HUMANE SOCIETIES 67th ANNUAL CONFERENCE

WHEN: April 14th-16th, 2011

WHERE: Mystic, CT at the Mystic Marriott Hotel

WHO: Approximately 200 animal welfare professionals from New England and beyond are expected to attend.

WHY: The New England Federation conference is widely recognized as one of the best regional conferences in the industry. Okay, okay...it IS the best. Attendees are provided with an exceptional opportunity to learn about innovative programs & network with other regional professionals from throughout the animal welfare field.

SPONSORSHIP OPPORTUNITIES

Sponsors play an essential role in the success of this conference and our ability to provide a compelling event for all at an affordable cost. We provide sponsors with great visibility in a highly interactive environment that encourages networking. Each sponsor will have the opportunity to promote their organization & message to a highly targeted audience. Attendees return to their organizations eager to share conference materials and newly acquired information with co-workers as well as the thousands of people that visit New England shelters every year.

An early commitment to sponsoring will promote your company to approximately 2,000 animal welfare professionals who will receive the pre-conference mailing. To be included in this mailing, sponsor commitment must be confirmed by October 30th, 2011.

Past sponsors include ASPCA, HSUS, PETCO Foundation, Petsmart Charities, Petfinder.com and others.

Available sponsorship levels are:

- HOLY COW! – The premiere sponsor at \$10,000. Exclusive Conference Naming Opportunity Available.
- TOP DOG – a major sponsor at \$5,000
- CAT'S MEOW – a primary sponsor at \$2,500
- TAIL WAGGER – a principal sponsor at \$1,000
- "A La Carte" Sponsorship
 - Lunch Sponsorship - \$800
 - Individual Presentation Sponsorship - \$600/talk

Vendor tables are also available.

Contact Mike Keiley at (978) 361-6471 or mkeiley@mspca.org for more information.

SPONSOR BENEFITS

HOLY COW!

Premiere Sponsor Level: \$10,000

- ENTIRE CONFERENCE NAMED
- RECOGNITION AS PREMIERE SPONSOR ON ALL CONFERENCE MATERIALS
- TWO BOOTHS IN EXHIBIT HALL WITH BEST LOCATION
- SPONSOR DESIGNATION OF OPENING SESSION & WORKSHOP OR COFFEE BREAK OF YOUR CHOICE
- 10 MINUTE OPPORTUNITY TO ADDRESS ENTIRE CONFERENCE AT SPONSORED EVENT
- LOGO ON TOTE BAGS
- LOGO ON ATTENDEE BADGES (over 200 animal welfare professionals from New England and beyond are expected to attend)
- LOGO ON WEBSITE
- RECOGNITION PIECE IN NEWSLETTER & E-NEWSLETTER
- FULL PAGE AD IN CONFERENCE MAILING (logo must be received by October 30th)
- PLUS ALL BELOW BENEFITS

TOP DOG

Major Sponsor Level: \$5,000

- RECOGNITION AS A MAJOR SPONSOR ON ALL CONFERENCE MATERIALS
- ONE BOOTH IN EXHIBIT HALL WITH PREMIERE LOCATION
- 2-DAY REGISTRATION FOR 2 PEOPLE
- ABILITY TO HAND OUT BRANDED ITEMS (LEASHES, FRISBEES, MUGS, ETC.)
- LOGO IN NEWSLETTER & E-NEWSLETTER
- LOGO ACKNOWLEDGEMENT ON WEBSITE
- LOGO ON REMINDER EMAILS
- VERBAL ACKNOWLEDGEMENT DURING WELCOMING REMARKS & ALL GENERAL SESSIONS
- SPONSOR DESIGNATION OF NEGOTIATED EVENT OF YOUR CHOICE
- 5 MINUTE OPPORTUNITY TO ADDRESS ENTIRE CONFERENCE AT SPONSORED EVENT
- MAILING LIST OF CONFERENCE REGISTRANTS FOR YOUR USE
- HONORARY RIBBONS ATTACHED TO NAME TAG INDICATING SPONSORSHIP LEVEL
- PROFESSIONALLY PRODUCED SIGN DISPLAYED AT REGISTRATION TABLE RECOGNIZING SPONSORSHIP LEVEL

CATS MEOW

Primary Sponsor Level: \$2,500

- RECOGNITION ON PROGRAM MATERIALS
- ONE BOOTH IN EXHIBIT HALL IN PRIME LOCATION
- 2-DAY REGISTRATION FOR 2 PEOPLE
- VERBAL ACKNOWLEDGEMENT DURING WELCOMING REMARKS
- 3 MINUTE OPPORTUNITY TO ADDRESS ENTIRE CONFERENCE AT SPONSORED EVENT
- PROFESSIONALLY PRODUCED SIGN DISPLAYED AT REGISTRATION TABLE RECOGNIZING SPONSORSHIP LEVEL
- LOGO IN NEWSLETTER & E-NEWSLETTER
- LOGO ON REMINDER EMAILS

TAIL WAGGER

Principal Sponsor Level: \$1,000

- RECOGNITION ON PROGRAM MATERIALS
- ONE BOOTH IN EXHIBIT HALL IN PRIME LOCATION
- 2-DAY REGISTRATION FOR 1 PERSON
- VERBAL ACKNOWLEDGEMENT DURING WELCOMING REMARKS
- PROFESSIONALLY PRODUCED SIGN DISPLAYED AT REGISTRATION TABLE
RECOGNIZING SPONSORSHIP LEVEL

"A LA CARTE" SPONSORSHIPS

- LUNCH SPONSORSHIP=\$800
 - RECOGNITION IN PRINT MATERIALS
 - LUNCH BROUGHT TO YOU BY...
- INDIVIDUAL TALK SPONSORSHIP=\$600/talk
 - RECOGNITION AT TALK
 - LOGO PLACEMENT ON PRINT NEXT TO TALK