



Dear Animal Center Friend,

I am writing to invite you to participate in Young-Williams Animal Center's and the city of Knoxville's third annual Mardi Growl, Knoxville's largest pet parade and festival, on Saturday, February 13, 2010.

Last year nearly 500 dogs walked with their owners in the parade that began at the future site of the new PetSafe Downtown Dog Park on the corner of Central Avenue and Summit Hill, wound through the Old City to Gay Street, and ended on Market Square for the Mardi Growl festival. There, animal rescue groups and other pet-related organizations came together to show hundreds of festival-goers why our city is quickly becoming the "pet-friendliest community in the nation."

With your help, this year's event will be the biggest and best yet. We owe the success of Mardi Growl to you, our sponsors, who lend their name and financial support to this event. The money we raise helps Young-Williams Animal Center, the official animal shelter for the city of Knoxville and Knox County, provide care to nearly 18,000 homeless and unwanted animals annually.

Please take a few moments to review the Mardi Growl sponsorship levels to determine which best suits the needs of your organization. I will be happy to answer any questions you may have about Mardi Growl or how your contribution will help our community's homeless and unwanted animals. All sponsorship materials must be received by Friday, January 22, 2010.

Thank you in advance for your sponsorship and support of Young-Williams Animal Center and for helping our city get one step closer to becoming the nation's "pet-friendliest community."

Sincerely,

A handwritten signature in black ink that reads "Tim Adams". The signature is written in a cursive style with a long horizontal line extending from the start of the name.

Tim Adams
Executive Director

Yes! I would like to sponsor Mardi Growl, Knoxville's largest pet parade and festival.

Organization Name

Address

City

State

Zip

Phone

Fax

Web Address

Contact Name

Title

Phone

Email Address

Sponsorship Level (Please check one):

Barkus Orpheus Rex Little Rascal Downtown

Please send completed form and sponsorship fee made payable to
"Friends of Young-Williams Animal Center" to:

Young-Williams Animal Center
3201 Division Street, Knoxville, TN 37919
Attn: Taylor Slemmer

Or fax completed form to (865) 215-6667, Attn: Taylor Slemmer

To pay by credit card, use PayPal at www.knoxpets.org.

Please email a color version and a black and white version of your organization's logo to
Taylor Slemmer at tslemmer@knoxpets.org.

For more information about Mardi Growl sponsorship, contact Taylor Slemmer
at (865) 215-6661 or tslemmer@knoxpets.org.

All sponsorship materials must be received by Friday, January 22, 2010.

Third Annual Mardi Growl Sponsorship Opportunities

\$10,000 – Barkus Sponsorship

Sponsorship Includes:

- Your company and employee pets start the parade
- Company literature in 750 goody bags given to Mardi Growl parade participants
- Ten (10) seats at the official Mardi Growl reviewing stand
- Large company logo on event t-shirts
- Company name mentioned in all media interviews
- Company name and logo included in all Mardi Growl printed and Web materials including news releases sent to media
- 10' x 10' booth at Mardi Growl
- Company name and logo will appear on Sponsor Party invitations
- Company representative has three-minute speaking opportunity at Mardi Growl Sponsor Party
- Twenty (20) tickets to Mardi Growl Sponsor Party at new Young-Williams Animal Village

\$5,000 – Orpheus Sponsorship

Sponsorship Includes:

- Six (6) seats at the official Mardi Growl reviewing stand
- Large company logo on event t-shirts
- Company name and logo included in all Mardi Growl printed materials including news releases sent to media
- 10' x 10' booth at Mardi Growl
- Ten (10) tickets to Mardi Growl Sponsor Party at new Young-Williams Animal Village

\$1,000 – Little Rascal Sponsorship

Sponsorship Includes:

- Small company logo on event t-shirts
- Company name and logo included in all Mardi Growl printed materials
- Four (4) tickets to Mardi Growl Sponsor Party at new Young-Williams Animal Village

\$2,500 – Rex Sponsorship

Sponsorship Includes:

- Small company logo on event t-shirts
- Company name and logo included in all Mardi Growl printed and Web materials
- Six (6) tickets to Mardi Growl Sponsor Party at new Young-Williams Animal Village

\$500 – Downtown Sponsor

Sponsorship Includes:

- Small company logo on event t-shirts
- Company name and logo included in all Mardi Growl printed and Web materials
- Two (2) tickets to Mardi Growl Sponsor Party at new Young-Williams Animal Village