



29TH ANNUAL  
**BARK BALL**  
*Come. Sit. Stay.*

WASHINGTON'S BLACK-TIE GALA FOR THE  
FOUR-ON-THE-FLOOR CROWD

SAT •  • 6PM

**WASHINGTON HILTON**  
1919 CONNECTICUT AVENUE NW • WASHINGTON, DC

---

**SPONSORSHIP  
OPPORTUNITIES**

---

[WWW.BARKBALL.ORG](http://WWW.BARKBALL.ORG)

BENEFITING THE



# OVERVIEW

## REASONS TO SUPPORT THE BARK BALL



The Washington Humane Society's 29<sup>th</sup> Annual black-tie gala will be held June 11, 2016 at the Washington Hilton. Since 1987, the Bark Ball has established itself in the nation's capital as the black-tie event for Washington, DC's movers and shakers to attend with their canine companions. The Bark Ball continues to draw many of the area's most celebrated residents and their four-legged friends, all in honor of the critical programs and services of WHS. Over the years, the event has welcomed leading figures from the political, media, entertainment, sports, and business worlds, including George Stephanopoulos, David Gregory, James Carville, Mary Matalin, Al Hunt, Judy Woodruff, Charlie Gibson, Andrew Sullivan, Megan Hilty, and...countless other high-profile supporters.

The evening is filled with glamour and glee, with nearly 1,000 human attendees and 500 dogs. Attendees revel in the silent and live auctions featuring coveted vacations, fabulous goods, and exclusive services; adoptable dogs dressed to impress; exquisite cuisine; an engaging program; music and dancing, as well as many new features and sponsor activation opportunities to celebrate this very special 29<sup>th</sup> year!

Individual tickets to the Bark Ball are \$250, with a "young professionals" ticket for guests under 35 years old for \$150. Tables (table seats ten people) may be purchased for \$2,500, which includes recognition in the AV program and a special listing in the program book.



# OUR IMPACT

## REASONS TO SUPPORT THE BARK BALL



The Bark Ball is one of Washington, DC's most sensational and unique galas, generating a tremendous amount of media coverage in high-profile outlets including: The Washington Post, WTOP, Fox 5, The Georgetown, The Downtowner, DC Magazine, Washington Life Magazine, Washingtonian, The Hill, Politico, and Bizbash Magazine, as well as numerous segments on regional Washington TV news. As a sponsor of the annual Bark Ball, your name will be heavily promoted as a supporter of this prestigious event and universally popular cause.

The Bark Ball will benefit thousands of homeless, lost, and abused animals in the nation's capital. WHS, the only Congressionally-chartered animal welfare agency in the United States, has been the area's leading voice for animals since 1987. As the only open-access shelter in Washington, DC, WHS is open to all animals 24 hours a day, 7 days a week; and no animal in need is ever turned away. WHS provides comfort and care to over 51,000 animals each year through its broad range of programs and services.

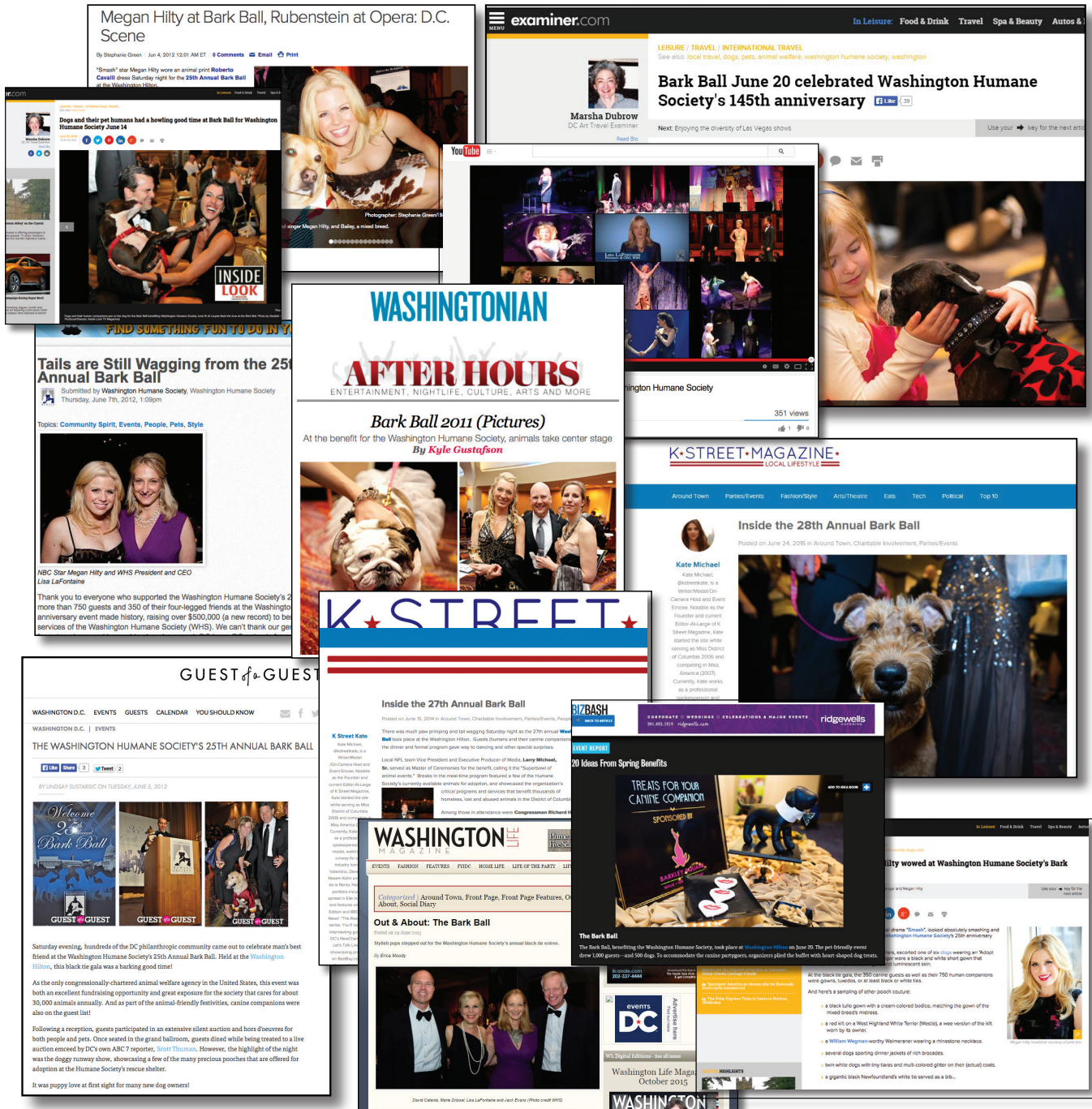
The Bark Ball is a one of a kind, exciting, and special evening; a great way to thank employees or entertain business partners in a supreme setting all to benefit a great cause. Most importantly, nowhere else can your guests bring their canine companions as their date to a seated gala! Animals bring people together! The Bark Ball also presents a great opportunity to associate your organization with a compelling bi-partisan community organization whose work not only helps animals, but also provides support to communities and families through pet wellness programs and offers guidance and assistance to those needing help with everything from wounded wildlife to animal cruelty investigations. WHS is here to help our community and their animals. Our donors are exceptionally brand loyal and take pride in supporting the organizations that support us.



# BARK BALL IN THE PRESS

The Bark Ball has earned tremendous prestige and popularity with each passing year, growing to upwards of 1,000 guests last year, as well as generating significant local network, print, and online media coverage.

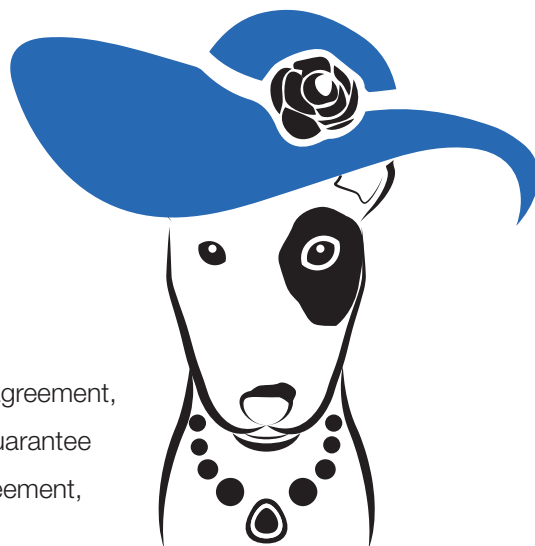
Sponsors of the 29<sup>th</sup> Annual Bark Ball will be gratefully acknowledged in promotional initiatives, including online and print awareness campaigns, media releases, event signage, and related collateral.



# SPONSORSHIP

## OPPORTUNITIES

As a sponsor of the 29<sup>th</sup> Annual Bark Ball you embrace the unique opportunity to support the programs and services of the Washington Humane Society.



## SPONSORSHIP DEADLINE

To guarantee name/logo placement on invitation the sponsorship agreement, logo, and payment must be received by Friday, April 8, 2016. To guarantee name/logo placement on printed onsite materials sponsorship agreement, logo, and payment must be received by Friday, May 20, 2016.

Monetary Sponsor Benefits	Best in Show \$100,000	Canine Champion \$50,000	Best of Breed \$25,000	Leader of the Pack \$15,000	Big Barker \$10,000	Top Dog \$5,000	Table Host \$2,500
<b>VISIBILITY &amp; RECOGNITION</b>							
Tables of Ten (10)	8	6	4	2	2	1	1
Name/logo included in event AV program							
Name/logo on event website with link							
Right for CEO/Spokesperson to present during event program							
Verbal recognition during event program							
Name/logo on event marketing materials							
Name/logo on onsite event signage							
Recognition in event media coverage							
Ad in program book (Deadline: May 20)	Inside front or back	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	Name

# SPONSORSHIPS & ADS

## PATRON NAMING SPONSORSHIPS & PROGRAM BOOK AD OPPORTUNITIES

Brand an activity at the 29<sup>th</sup> Annual Bark Ball with your company name and receive exposure on event marketing materials and to a thousand guests during the event.

We will sell ONE of each of the following Patron Naming sponsorship opportunities.



Monetary Sponsor Benefits	Photo Booth Sponsor \$3,000	Silent Auction Sponsor \$2,500	Table Centerpieces Sponsor \$2,000	Live Auction Sponsor \$1,500
<b>VISIBILITY &amp; RECOGNITION</b>				
Name/logo on event website with link	🐾	🐾	🐾	🐾
Name in program book associated with sponsored activity	🐾	🐾	🐾	🐾
Name/logo on designated event signs associated with activity	🐾	🐾	🐾	🐾
Name/logo included in event AV program	🐾	🐾		
(2) tickets to the Bark Ball	🐾	🐾	🐾	🐾
<b>Program Book Ad Opportunities</b>	Full Page—\$2,000 5.5" wide x 7" high	1/2 Page—\$1,250 5.5" wide x 3.5" high	1/4 Page—\$750 5.5" wide x 3.5" high	Business Card—\$300 1.37" wide x 1.75" high

## SPONSORSHIP DEADLINES

To guarantee name/logo on placement of printed onsite event materials the sponsorship agreement, logo, and payment must be received by Friday, May 20, 2016.

PROGRAM BOOK ADS ARE DUE MAY 20, 2016. ALL FINAL AD SIZES ARE INCLUDED IN THE INFORMATION ABOVE.

## SPONSORSHIP INQUIRIES

Please email [events@washhumane.org](mailto:events@washhumane.org) or call 202-735-0324 for more information about sponsorship opportunities and to confirm your participation.

# SPONSORSHIP AGREEMENT

## SPONSORSHIP LEVELS:

- |  |   |
|--|---|
| <input type="checkbox"/> Best in Show (\$100,000)      | <input type="checkbox"/> Big Barker (\$10,000)                            |
| <input type="checkbox"/> Canine Champion (\$50,000)    | <input type="checkbox"/> Top Dog (\$5,000)                                |
| <input type="checkbox"/> Best of Breed (\$25,000)      | <input type="checkbox"/> Table Host (\$2,500)                             |
| <input type="checkbox"/> Leader of the Pack (\$15,000) | <input type="checkbox"/> Individual Ticket (\$250; \$150) Quantity: _____ |

Patron Naming: \$ \_\_\_\_\_  
*(insert name of sponsorship)*

- Program Book
- |                         |                           |
|-------------------------|---------------------------|
| ___ Full Page (\$2,000) | ___ ½ Page (\$1,250)      |
| ___ ¼ page (\$750)      | ___ Business Card (\$300) |

Company Name: \_\_\_\_\_  
*(as you would like it to appear in marketing collateral)*

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### PLEASE FAX OR EMAIL COMPLETED FORM TO:

Fax: 202-723-5409

Email: [events@washhumane.org](mailto:events@washhumane.org)

**PLEASE MAKE CHECKS PAYABLE TO:** Washington Humane Society

**PAYMENT SHOULD BE RECEIVED BY:** May 20, 2016

### MAIL TO:

Washington Humane Society  
Attn: 29<sup>th</sup> Annual Bark Ball  
4590 MacArthur Blvd, NW  
Suite 200  
Washington, DC 20007

The Washington Humane Society is a 501(c)3 not-for-profit organization.  
All contributions are tax deductible to the fullest extent of the law. Please consult  
a tax advisor or financial consultant as to the amount that may be deductible for you.  
Sponsorships can include tickets and advertising.



# THANK YOU 2015 SPONSORS



Kindy French &  
Emanuel Friedman

Johanna Geber &  
Donald Hoffman

Nelson B. Delevan  
Foundation

Eddie Adkins  
Akridge  
Alaska Airlines  
American Beverage Association  
America's Natural Gas Alliance  
ASPCA  
American Veterinary Medical Association  
Bank of Georgetown  
Patricia Blackburn  
Boeing  
BP  
Steve Bralove  
Daniel Brewer  
The Bridge Group  
Capitol Image Counsel, LLC  
CBS Radio  
Priscilla Clapp  
Saone Crocker  
David Coffman  
Sacha Cohen  
Comcast  
dc london

DCI Group  
Catherine DeConcini  
Design Foundry  
Ralph & Frances Dweck Family Foundation  
Edgemoor  
EEI  
Theresa Fariello  
Friendship Hospital for Animals  
Home Depot  
Holland & Knight  
Humane Society of the United States  
Intel Corporation  
Jet Blue  
Leading Authorities, Inc.  
Kathryn Lehman  
Kelley Drye & Warren LLP  
Joanna McIntosh  
Melinda Medlin  
Keith Nunnenkamp  
PhRMA  
Greg Riegler  
Nicole DeSibour Rodgers

Roll Call  
Shell  
Smuckers/Big Heart Pet Brands  
SocialLight Photo Booth  
Southern Company  
Steptoe & Johnson LLP/Johnston &  
Associates, LLC  
Steve Stone  
Jay Timmons & Rick Olson  
Toyota  
Turkish Airlines  
Qatar Airways  
United Airlines  
Universal Leaf Foundation  
Washington Council Ernst & Young  
Washington Hilton  
Beth Viola & Michael McAdams  
Virgin America  
Virgin Atlantic  
Gwyn Whittaker  
Andrew Weinstein  
Gary Wicks & John Lamothe