



Imagine

A Forever Home for AFH

Casino Night & Silent Auction
Fundraiser • Mar 8, 2014



THIRD ANNUAL AFH BENEFIT

CASINO NIGHT & SILENT AUCTION

March 8, 2014

**Piedmont Club
Haymarket, Virginia**



Imagine

A Forever Home for AFH

Casino Night & Silent Auction
Fundraiser • Mar 8, 2014



Sponsorship and Donation Package

A Forever Home Rescue Foundation is an IRS approved 501(C)(3) non-profit organization that relies upon the generosity of sponsors and donors to enable us to fulfill our mission. Founded in 2002 by an experienced group of dedicated rescuers, AFH receives no funding from local, state or federal government entities.

We have worked hard to make AFH one of the best rescues anywhere. In the 11 years since our formation, we have rescued over 15,000 animals and have developed a wonderful group of volunteers and supporters. What you may not be aware of are some of the other things that our group has been involved in. To name only a few recent activities:

- We helped close down several puppy mill operations
- We rescued dozens of dogs from backyard breeders and hoarders
- We forged new relationships with animal shelters, most recently Miami Dade, Florida.
- We participate in local university animal awareness programs
- We place over 1,000 dogs and puppies into forever homes each year
- We were recognized by the ASPCA and Best Friends Animal Society for some of our efforts
- We rescued 17 goats, 2 donkeys, and several horses
- We created a Social Media Team that is dedicated to expanding our online presence

Throughout all this time, we have been operating without a place to call home. We have relied on the generosity of volunteers to provide us with unofficial “offices” and PETCO to allow us to host our adoption events in their stores.

The **Third Annual AFH Casino Night & Silent Auction** is a benefit to raise funds for the next step in the Rescue’s evolution....

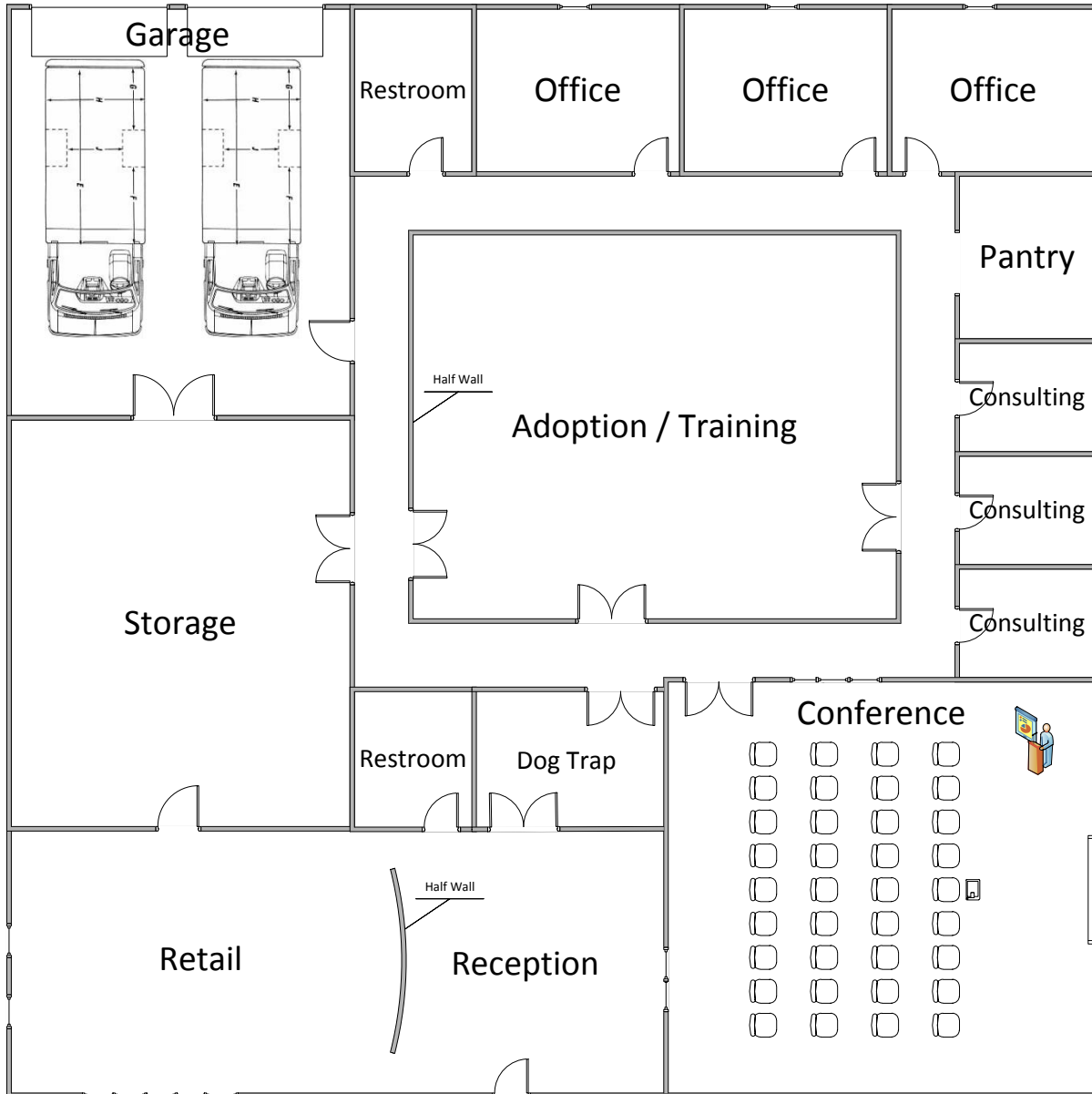
Imagine ... a forever home for A Forever Home!

We are currently looking for a property to purchase and develop. We have included below a conceptual drawing that depicts our vision. It is our hope to make this location serve not only as our headquarters, but also to allow us to help more animals in need. Over the next few years we hope to expand our efforts to include an animal sanctuary, a kennel, and more!

To facilitate this growth we are excited to announce a redux of our highly successful **Casino Night and Silent Auction**. On Saturday March 8th, we will be hosting a **Casino Night and Silent Auction** at the Piedmont Club in Haymarket, VA. This will be a fun-filled evening of casino-style entertainment and a great opportunity to mingle with other interesting, animal-loving people!



Our Forever Home! A conceptual floor plan.



To make our dream a reality, we need your help! The hard costs associated with presenting a quality event that our supporters will enjoy are approaching \$25,000. In order to realize our profit target of \$35,000, we have to cover – at a minimum – these hard costs through event sponsors. We’ve created a sponsorship package that includes a variety of opportunities for you to support our organization, engage



Imagine

A Forever Home for AFH

Casino Night & Silent Auction
Fundraiser • Mar 8, 2014



with other civic-minded members of the community, and receive recognition for yourself or your organization.

People care deeply for their pets. By extension, they appreciate when a vendor supports pet-related activities. The visibility you will gain by working with A Forever Home will engender good will within a group of local consumers who will be making purchasing decisions over the next several months. Allow us to put your name in the forefront of their minds, with a very positive spin.

We will be using our website (<http://www.aforeverhome.org>), local media outlets (radio, television, and print), social media, and other means to advertise this event. For us to be successful we have to create a buzz – don't you want to be a part of that? Here's your chance!

Sponsorship Benefits

Animal people love their animals – and they love to do business with organizations that are animal friendly!

Website Recognition

All sponsors will be able to provide their logo for placement on an event-specific page on the aforeverhome.org website. The logo will be clickable and can be linked to your personal, corporate, or organization website or email. On average, our website has 18,492 visitors and 166,575 page views per month.

Inclusion in Event Signage

Sponsors will be able to provide their logo for inclusion on signage at the event. The prominence of the sign positioning will be controlled by the level of sponsorship you select. All sponsors will be recognized on a group logo sign at the event entrance.

Inclusion in Print and Electronic Promotion

Higher-level sponsors will be included in our promotional materials. We will be advertising via public service announcements with local media outlets, advertisements in print media, and active content generation on social media. Sponsors who elect to participate at the higher levels of sponsorship will be featured, with varying degrees of prominence, in our advertising campaign.

At-event Speaking Opportunity

Our overall sponsor will have the opportunity to address the event attendees with a ten minute presentation early in the evening. You can use this opportunity to promote your goods and services, or to describe how your organization benefits your community – it's up to you.

A Special "Thank You" Sign

Our upper-level sponsorships include a special "Thank You" sign which you can display in your office to let the public know that you are involved with your community and that you are a proud supporter of A Forever Home Rescue Foundation.



Imagine

A Forever Home for AFH

Casino Night & Silent Auction
Fundraiser • Mar 8, 2014



Inclusion on our Inaugural Office Plaque

When we open our new “forever home”, we will be displaying a wall plaque that lists those companies and individuals who helped make it possible. Wouldn’t you like *your* name to appear on this plaque for the entire world to see? Choose one of our premium sponsorship packages and it will be!

Sponsorship Levels

The following table provides information about the various sponsorship levels that we’re offering. Please take a moment to review the options and then select the level that best fits your degree of support.

Table 1. Sponsorship Levels & Benefits

Sponsorship Level	Price / Tax Deductible Portion	Website Placement	Event Signage	Speaking Opportunity	Free Tickets	Thank You Sign	Office Plaque
Overall Event Sponsor (1 Available)	\$5,000 \$4,000	940 x 250	Entrance Single Sign, Multiple guest tables	Yes	5	Yes	Yes
Food Sponsor (1 Available)	\$2,500 \$2,050	460 x 140	Entrance Group Sign At two food stations	No	4	Yes	Yes
Drink Sponsor (1 Available)	\$2,500 \$2,050	460 x 140	Entrance Group Sign One at each bar	No	4	Yes	Yes
Platinum	\$1,500 \$1,220	Donor Page	Entrance Group Sign One in raffle area One in silent auction area	No	4	Yes	No
Gold	\$1,000 \$780	Donor Page	Entrance Group Sign At two guest tables	No	3	Yes	No
Silver	\$500 \$390	Donor Page	Entrance Group Sign At one guest table	No	1	Yes	No
Bronze	\$250 \$250	Donor Page	Entrance Group Sign	No	0	No	No
Table Sponsor	\$500 \$390	Donor Page	Entrance Group Sign At one gaming table	No	1	No	No



Imagine

A Forever Home for AFH

Casino Night & Silent Auction
Fundraiser • Mar 8, 2014



YES!!! I would like to sponsor the *Casino Night and Silent Auction*

Select the sponsorship level that's right for you!

Sponsorship Level		
<input type="checkbox"/>	\$ 5,000	OVERALL
<input type="checkbox"/>	\$ 2,500	Food Sponsor
<input type="checkbox"/>	\$ 2,500	Drink Sponsor
<input type="checkbox"/>	\$ 1,500	Platinum
<input type="checkbox"/>	\$ 1,000	Gold
<input type="checkbox"/>	\$ 500	Silver
<input type="checkbox"/>	\$ 250	Bronze
<input type="checkbox"/>	\$ 500	Table Sponsor

Table sponsors: If you have a preference for which table your signage is posted at, please indicate here. We will honor requests on a first-come, first-served basis.

Table Sponsor	
<input type="checkbox"/>	Craps Table
<input type="checkbox"/>	Texas Hold 'em
<input type="checkbox"/>	Blackjack
<input type="checkbox"/>	Roulette

Please provide contact information for yourself, your family, or your company:

Company or Family Name:				
Contact Name:				
Address:				
City:	State:	Zip:		
Email:	Phone:			

Please enclose your check made payable to A Forever Home
Send payment and completed form to:

A Forever Home Rescue Foundation
Attn: Casino Night & Silent Auction
Post Office Box 222801
Chantilly, VA 20153-2801

QUESTIONS? Contact Patti Stinson at 540-229-9663 or CasinoNight@foreverhome.org
<mailto:pattistinson13@gmail.com>