Sponsorship Proposal

Dogs on the Catwalk
A Canine Couture Fashion Show
Virtual Extravaganza
October 8, 2020
About

Since 1946, the Guide Dog Foundation for the Blind has been a 501 (c)3 nonprofit whose mission has been simple: to provide guide dogs and training – free of charge – to people who were blind or visually impaired.

For more than 70 years, we have trained and placed guide and service dogs providing increased independence, enhanced mobility, and companionship to people who are blind, have low vision or have other disabilities. Once they make the decision to get an assistance dog, applicants become part of the Foundations' open and welcoming community and are supported with an uncompromised commitment to excellence, from highly empathetic and certified trainers, to a meticulously constructed curriculum.

Your Sponsorship Supports Our Life Changing Program

The Guide Dog Foundation pairs each student with the dog that’s right for them – and the power of their bond makes ordinary moments extraordinary. Crossing the street independently becomes a moment of liberation. Traveling alone becomes a welcome adventure. Embracing new experiences becomes an everyday occurrence.

It costs over $50,000 to breed, raise, train, and place one assistance dog; however, all of the Foundations' services are provided at no charge to the individual. Funding comes from the generosity of individuals, corporations, foundations, businesses, and service and fraternal clubs.

The Foundation would not be able to provide guide and assistance dogs free of charge to our students without your help. The Guide Dog Foundation appreciates every dollar we receive, and your faith in us is extremely important. Fiscal prudence is one of our top priorities as your donations allow us to advance our mission. As we have been privileged to witness, a guide or assistance dog brings a newfound sense of independence and dignity to someone with disabilities to let them live without boundaries.
Dogs on the Catwalk

What
An exciting event for all animal lovers to come together to enjoy a night of couture fashion (for humans and dogs), raising awareness and funds to benefit the Guide Dog Foundation’s life changing efforts to serve those who are blind or visually impaired.

When & Where
• Virtual program set for Thursday, October 8th via DogCouture.GuideDog.org
• To begin at 6 p.m. followed by guide dog graduate interviews and Fashion Show

Highlights from the Runway
• National attendance
• Fashions for the evening will be designed by internationally acclaimed women’s wear and dog couture designer, Anthony Rubio.
• Substantial pre- and post-event promotion is planned, including a social media campaign
• Advertising opportunities for before and during program available
Champion Sponsor

Sponsorship Gift: $25,000

Visibility
- Title of presenting sponsorship offered to one company
- Formal acknowledgement prior to start of show and at end with photo
- Keynote speech
- Logo with hyperlink on event page
- One-time recognition on Guide Dog Foundation social media platforms
- Product placement during runway show (must be received no later than September 15)
- Recognition by EMCEE during livestream
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
- Presenting sponsor award
- Acknowledgement in event email blasts

Collateral
- Logo displayed on registration page
- Logo overlaid at bottom of screen during portion of event
- Listing as a major donor in GDF Annual Report

Public Relations
- Name listing in event press releases and wrap releases
- Recognition in media when possible

Educational Opportunity
- Guide Dog Foundation will host a 45 minute virtual lunch and learn with your company team and a Guide Dog graduate guest speaker. Your staff will be able to learn about the Guide Dog Foundation and how your company’s Corporate Social Responsibility mission impacts others.
Top Level Dog Sponsor

Sponsorship Gift: $15,000

Visibility
- Logo displayed on screen before and after show
- One-time recognition on Guide Dog Foundation social media platforms
- Product placement during runway show (must be received no later than September 15)
- Recognition by EMCEE during livestream
- Logo with hyperlink on event webpage
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
- Top Dog Sponsor Award
- Acknowledgement in event email blasts

Collateral
- Listing as a Major Donor in Guide Dog Foundation Annual Report

Public Relations
- Name listing in event press releases and wrap releases
- Recognition in media when possible

Educational Opportunity
- Guide Dog Foundation will host a 45 minute virtual lunch and learn with your company team and a Guide Dog graduate guest speaker. Your staff will be able to learn about the Guide Dog Foundation and how your company’s Corporate Social Responsibility mission impacts others.
CommUNITY Dog Sponsor

Sponsorship Gift: $10,000

Visibility
- Logo with hyperlink on event page
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
- Community Dog Sponsor Award
- Acknowledgement in event email blasts

Collateral
- Listing as a Major Donor in Guide Dog Foundation Annual Report

Public Relations
- Name listing in event press releases and wrap releases
- Recognition in media when possible

Educational Opportunity
- Guide Dog Foundation will host a 45 minute virtual lunch and learn with your company team and a Guide Dog graduate guest speaker. Your staff will be able to learn about the Guide Dog Foundation and how your company’s Corporate Social Responsibility mission impacts others.
Sponsorship Gift: $5,000

Visibility
- Name with hyperlink on event page
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
  Acknowledgement in event email blasts

Entertainment & Hospitality
- Walk of Honor Commemorative Brick
Puppy Love Sponsor

Sponsorship Gift: $2,500

Visibility
- Name with hyperlink on event page
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
- End of show thank you credit

Fashion Couture Sponsor

Sponsorship Gift: $1,000

Visibility
- Name on event page
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel
- Guide Dog tote bag filled with branded gear
**Gold Paw Sponsor**

**Sponsorship Gift: $500**

**Visibility**
- Name on event page
- Invitation to 75,000 nationwide Guide Dog Constituents
- Program to live on Guide Dog Foundation YouTube channel

**Silver Paw Sponsor**

**Sponsorship Gift: $250**

**Collateral**
- Certificate of appreciation
Company Name: ___________________________________________________
Contact Name: _____________________________________________________
Address: ___________________________________________________________________________
City:____________________ State: __________________ Zip: ______________
Phone Number: __________________________________________________________
Email: ___________________________________________________________________________
Company Website: _________________________________________________________________

We are pleased to support the Guide Dog Foundation with the following sponsorship(s): ________________________________________________________________

**Payment:**
Checks should be made payable to Guide Dog Foundation. Please mail with this completed form to:
Guide Dog Foundation
Attn: Jaime McGrade
371 E. Jericho Tpk.
Smithtown, NY 11787

Cardholder’s Name: ___________________________________________________________________________
Billing Address: ____________________________________________________________________________
Card Type (circle one):    VISA     AMEX     MasterCard     Discover
Card Number: __________________________________________________________
Expiration Date: ____________________________________________________________
CVV Code: _________________________________________________________________
Signature: _______________________________________________________________________________
Date: ________________________________________________________________________________

**Other Donation(s) (such as auction or gift basket items):**
Item(s) Donated: __________________________________________________________________________
Value: __________________________________________________________
Donation Description: __________________________________________________________________________

Questions? Contact Jaime McGrade at Jaime@GuideDog.org or 631-930-9054
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