



presents

A Night at the
CARNIVAL

22nd ANNUAL FUR BALL
March 30, 2019



2019 FUR BALL SPONSORSHIP OPPORTUNITIES





MORRIS ANIMAL REFUGE

22nd Annual Fur Ball

The shelter's largest annual fundraising event

March 30, 2019 | 23rd St Armory

Hello Friends!

This is your chance to sponsor Morris Animal Refuge's 22nd Annual Fur Ball!

We are once again hosting our signature fundraising event, the Fur Ball! This year's *A Night at the Carnival* will take place on March 30th, 2019 at the 23rd St. Armory.

Our highly anticipated event offers a spectrum of festivities including a silent auction from local businesses, an open bar, delectable fare, live entertainment and, of course, a special guest appearance of adoptable puppies, dogs, and cats looking for forever homes!

We ask you today to support our mission by **sponsoring this year's Fur Ball**. Since 1874, we have proudly continued to uphold our mission, which is only possible due to the generosity of the community. Your sponsorship will not only help in the efforts toward relieving the plight of homeless animals, but it will also position your company's brand in front of an audience of 350+ animal supporters.

Details, along with sponsorship levels and benefits, are outlined on the following pages. If you have any questions, please contact:

Liberty Britton at lbritton@morrisanimalrefuge.org.

All proceeds from the event go directly to supporting Morris Animal Refuge!

Sincerely,

The Fur Ball Team





MORRIS ANIMAL REFUGE 22nd Annual Fur Ball

The shelter's largest annual fundraising event

March 30, 2019 | 23rd St Armory

Our Mission

Founded in 1874, Morris Animal Refuge is America's First Animal Shelter. We are committed to adoption & education, and as a high-admission shelter, we have **never turned an animal away.**

As a Life Saving organization, Morris Animal Refuge is dedicated to finding every animal the medical care they need and the placement best suited for their needs. This commitment has led to Morris maintaining a **97% Save Rate** throughout 2018.

Our Audience

The Fur Ball

350 - 400 animal lovers attend the event. The age demographic of our attendees range from mid 20's to early 70's. Approximately 2/3 live in Philadelphia, with the remaining 1/3 residing in the surrounding areas.



Morris Animal Refuge Continues to Support the Philadelphia Community by...

- ♥ Providing medical attention to badly abused and injured animals, giving them a chance to find a welcoming home.
- ♥ Providing a network of foster homes that supply temporary sanctuaries for animals needing more personalized care prior to adoption.
- ♥ Finding loving homes for tens of thousands of animals since 1874.
- ♥ Providing a low cost spay & neuter program for pet owners who can not otherwise afford these procedures.

Thank you for supporting the 22nd annual Fur Ball!

We hope to see you there!





2019 Fur Ball Sponsorship Benefits

Sponsor Benefit	Best In Show \$10,000	Top Dog \$7,500	The Cat's Meow \$5,000	MAR's Best Friend \$2,000	Puppy Love \$1,000	Purrrfect Partner \$500
Brand Recognition at Fur Ball						
Logo & Name on Publicity Materials (PR, E-Blasts)	♥	♥				
Dedicated E-Mail Blast acknowledging sponsor	♥					
Opportunity to provide branded materials at the event	♥					
Verbal Acknowledgment at Event	♥	♥				
Name on E-Blasts	♥	♥	♥	♥	♥	
Hyperlinked logo on PhillyFurBall.com	♥	♥	♥	♥	♥	♥
Logo Recognition at Event	♥	♥	♥			
Name Recognition at Event	♥	♥	♥	♥	♥	♥
Brand Recognition at Morris Animal Refuge						
Logo Recognition in Lobby	♥					
Logo Recognition in Dog Room/ Sponsor a Room		♥				
Name Recognition on Cat Cage/ Sponsor a Cage			♥ (3)	♥ (2)	♥ (1)	
Hyperlinked logo on MorrisAnimalRefuge.org	♥	♥	♥	♥	♥	♥
Event Program Benefits						
Color, Full Page, Back Cover Ad	♥					
Color Half Page Ad		♥				
Color, Quarter Page Ad			♥			
Logo Recognition	♥	♥	♥	♥		
Name Recognition	♥	♥	♥	♥	♥	♥
Complimentary Tickets To Event						
VIP Table of Ten (10)	♥					
6 General Admission Tickets		♥	♥			
4 General Admission Tickets				♥		
2 General Admission Tickets					♥	

In-Kind Sponsorships

In-Kind donations are valued at 50% of their cash value.

Brand Recognition at Morris

Signage will be displayed until April 1st

Event Program & Event Signage

Logos & Ad deadline is March 8th



22nd Annual Fur Ball Sponsorship Agreement Form

YES, we would like to sponsor the 2019 Fur Ball

Best in Show / \$10,000 Top Dog / \$7,500 The Cat's Meow / \$5,000
 MAR's Best Friend / \$2,000 Puppy Love / \$1,000 Purrfect Partner / \$500

We are unable to sponsor the Fur Ball, but would like to place an ad in the in the Event Program

Full Page (5" x 7.5") / \$400 (\$350 early bird rate) Half (5" x 3.5") / \$300 (\$250 early bird rate)
 Quarter Page (3.5" x 2") / \$200 (\$150 early bird rate) Donation \$ _____

Deadline for Early Bird Ad Rates is January 31st, 2019

In-Kind Donations

In-Kind Donation

In-Kind donations should be listed at 50% of the cash value. Please provide a description of your in kind donation and its value:

Sponsor Name (as you would like it listed in event materials): _____

Sponsor Contact Name: _____

Sponsor Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Please mail or scan and email this form to:

Morris Animal Refuge
1242 Lombard Street
Philadelphia, PA 19147

Liberty Britton, Development Manager
lbritton@morriscaninanimalrefuge.org

All Logos & Ads should be emailed to:

lbritton@morriscaninanimalrefuge.org
File Formats should be .eps, .ai, .psd

Deadline for ads and printed collateral at event
is **March 8th, 2019**

MORRIS ANIMAL REFUGE

presents

SAT
3/30/19

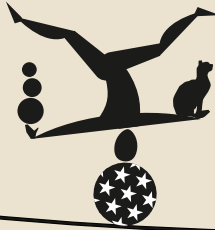
23rd
Street
Armory

A Night at the
CARNIVAL



22nd Annual Fur Ball
March 30, 2019

Steve
Morrison,
WMMR

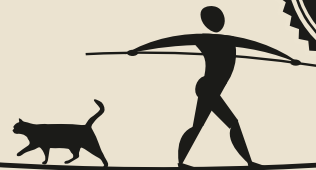


TICKETS

Purchase at

www.PhillyFurBall.com

DJ Perry
Angelozzi



GENERAL ADMISSION

\$150 | 7pm - 12am

- Open Bar
- Themed Food Stations
- Dessert Stations
- Carnival Games
- Performers
- Live Entertainment
- DJ & Dancing
- Award Presentation
- Silent Auction & Raffle
- Puppies!!

VIP TABLE of 10

(limited availability)

\$1600 | 7pm - 12am

- All the amenities of the General Admission ticket in addition to:
- A 10-person reserved table
- Special MAR Gift

-Cocktail Attire-

YOUNG FRIENDS of MAR

(35 & Under)

\$90 | 9pm - 12am

- Open Bar
- Savory Snacks
- Dessert Stations
- Carnival Games
- Performers
- DJ & Dancing
- Silent Auction

12 Street
Catering

