



# Animal Hero Kids Awards

Los Angeles, California

December 2, 2013

## **Sponsorship and Advertising Opportunities**

**October/November 2013**

On Monday, December 2, 2013, Animal Hero Kids ([www.animalherokids.org](http://www.animalherokids.org)) will be hosting the **Animal Hero Kids Awards 2013**. The event will be an inspiring, youth-focused, and entertaining award ceremony at Ten Thirty One Productions, a state-of-the-art theatrical studio in Los Angeles. Hip-hop mogul and philanthropist Russell Simmons will be on hand to personally present the first Russell Simmons Creative Animal Hero Kids Award to a deserving individual or group under age 19, who creates a song, dance, poem, speech, rap, video or piece of art that inspires others to help animals.

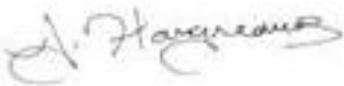
**Anticipated attendance is 250-500 school children, adults, and educators. Promoted outreach is estimated at more than 60,000 family-oriented consumers. In the U.S., over 17,000 children and adults are reached each year through Animal Hero Kids programs. Globally, Animal Hero Kids has 160 partners, including organizations in Egypt, Israel, Africa, Canada, Peru and Nepal.**

The **Animal Hero Kids Awards 2013** will be a formal opportunity to introduce your brand to the children, parents, and press of Los Angeles. Important members of the surrounding community, educators, and celebrities will be invited as guests to this event. Your sponsor donations will help kids help animals in need by covering the event costs with the remaining money raised through sponsorships, and donations benefitting Animal Hero Kids, a 501(c)(3) nonprofit organization dedicated to providing the children of the world with humane education. We'd love to have your support on this special day.

**Please see the enclosed for more information about Animal Hero Kids, the Animal Hero Kids Awards, and sponsorship opportunities for this special event.**

Thank you for your consideration.

Warmest regards,



Susan Hargreaves  
Founder  
Animal Hero Kids

[SusanH@animalherokids.org](mailto:SusanH@animalherokids.org)

## **What is *Animal Hero Kids*?**



**Luna and Dominic**

Animal Hero Kids is national nonprofit organization whose mission is:

to foster empathy and kindness by encouraging, recognizing, and awarding compassionate and courageous acts to help all species of animals; and to offer complementary, interactive humane education programs highlighting the stories of rescue and aid of animals in need.

Animal Hero Kids' educators visit all levels of schools, treatment centers, group homes and other group settings to give free humane education programs. We support the efforts of children who engage in advocacy for animals. We also engage in public awareness campaigns, particularly at fairs and festivals, to educate others about the humane treatment of animals and encourage children to get involved.

Animal Hero Kids is recognized by the IRS as a 501(c)3 organization and all donations are fully deductible to the extent allowed by law.

## **What are the *Animal Hero Kids Awards*?**

The Animal Hero Kids Awards have encouraged animal heroes for 32 years. Awards recognize children and youth who have gone above and beyond in caring, rescuing, and advocating for animals in need. Youth have been awarded for direct rescue of animals being harmed, starting or supporting existing animal rescue organizations, for taking action for animals by speaking to their local governments, and Wildlife agencies, and for raising awareness through school clubs, videos, songs.

Previous award recipients vary from the teen who won the Ricky Williams Teen Animal Hero Award, Juliette West, for rescuing an elephant from a lifetime of abuse, to a 14 year old veggie chef who created her own cooking show, to seven children who rescued a puppy who was beaten and stuffed down the sewer grate, and many other extraordinary acts of kindness towards animals.

## **What's the *Russell Simmons Creative Animal Hero Award*?**

The 2013 Los Angeles Animal Hero Kids Awards will feature a new award category, The Russell Simmons Creative Animal Hero Kids Award, named in honor of the legendary music producer – who will present the award. This award goes to an individual (or group) under age 19 that creates a song, dance, poem, speech, rap, video or piece of art that inspires others to help animals.



**Russell Simmons**

## Why Should I Sponsor *Animal Hero Kids*?

Supporting animals and youth is a win-win. The heroes (and Animal Hero Kids' Humane Education Program) promote being kind to all beings – two legged, four legged, winged or furred. The earth and society benefit from compassion being fostered and encouraged.

The audience profile at the event is appealing to both commercial enterprises and cause-related nonprofits. Attendees:

- Include both youth , parents, teachers and celebrities
- are interested in health, environmentalism, and animal causes
- are early adopters of green products
- show strong loyalty to those enterprises who support animal and environmental causes

## Where Can I Learn More about *Animal Hero Kids*?

Please visit our website at [www.animalherokids.org](http://www.animalherokids.org) to learn about past award winners, our humane education work, and other ways you can partner with Animal Hero Kids to help children help animals.



**Animal Hero Kid Khareem**

# Sponsorship Opportunities

## Life Saver Sponsor

**Donation Level:** \$5,000

- Naming rights for the key award
- Individualized press release, focusing on your organization's partnership with Animal Hero Kids for this event, will be distributed, in addition to logo and name inclusion in all subsequent press materials.
- Highlighted as primary sponsor on all event materials and on the organization's website, featuring your company name and logo.
- Company name and logo prominently displayed on event signage.
- Four tickets to the event.

**Advantages:** Your organization will receive naming rights for the key award. An individualized press release, focusing on your organizations partnership with Animal Hero Kids for this event, will be distributed, in addition to logo and name inclusion in all subsequent press materials. You will be highlighted as a primary sponsor on all event materials and on the organization's website, featuring both your company name and logo. At the event, your company name and logo will be prominently displayed on signage. You will receive tickets for four to the event.

## Rescuer Sponsor

**Donation Level:** \$2,500

- Naming rights for the second award
- Company name and logo included in all press materials (with exclusion of announcement of Life Saver Sponsors.)
- Company name and logo prominently displayed as a sponsor on all event materials and on the organization's website, immediately below Life Saver Sponsors.
- Company name and logo displayed on event signage.
- Four tickets to the event.

**Advantages:** Your organization will receive naming rights for the second award. Your company name and logo will be included in all press materials (with the exclusion of the announcement of Life Saver Sponsors). Your company name and logo will be prominently displayed as a sponsor on all event materials and on the organization's website, immediately below those of the Life Saver Sponsors. At the event, your company name and logo will be displayed on signage. You will receive tickets for four to the event.

## **Protector Sponsor**

**Donation Level:** \$1,000

- Company name and logo included in all press materials (with exclusion of announcement of Life Saver Sponsors.)
- Company name and logo listed as a sponsor on all event materials and on the organization's website, following Rescuer Sponsors.
- Company name and logo displayed on event signage.
- Two tickets to the event.

**Advantages:** Your company name and logo will be included in all press materials (with the exclusion of the announcement of Life Saver Sponsors). You will be listed as a sponsor on all event materials and on the organization's website, featuring both your company name and logo following the Rescuer Sponsors. At the event, your company name and logo will be displayed on signage. You will receive tickets for two to the event.

## **Advocator Sponsor**

**Donation Level:** \$500

- Company name included in all press materials (with exclusion of announcement of Life Saver Sponsors.)
- Company name and logo listed as a sponsor on all event materials and on the organization's website.
- Company name and logo displayed on event signage.
- Four tickets to the event.

**Advantages:** Your company name will be included in all press materials (with the exclusion of the announcement of Life Saver Sponsors), all event materials, and on the organization's website. At the event, your company name and logo will be displayed on signage. You will receive tickets for two to the event

## **In-Kind Sponsor**

Animal Hero Kids accepts in-kind donations. Please contact us about items that may be needed for this or future events.

- Donors of items with an actual value of greater than \$500 will be considered under the corresponding sponsorship level and receive those benefits.
- Donors of items with an actual value less than \$500 will receive advertising of a commensurate value as outlined in the advertising section.

# Advertising Opportunities

At the event, all attendees will receive a complimentary event program, an effective targeted advertising tool for your business.

Rates:

<b>Size</b>	<b>Dimensions</b>	<b>Cost</b>
Center Two-Page Spread*	10.5 x 8	\$1,000
Full Page	5.5 x 8	\$500
Half Page	5.5 x 4	\$250
Quarter Page	2.75 x 4	\$125
Eighth Page	2 x 2	\$75
Business Listing	One line of text, including name, address, phone, and website.	\$50

All advertisements may be either color or black and white. Prices do not include design service. Artwork must be submitted by November 11, in a print-ready graphics format.

\* Only one two-page spread is available. It will be sold on a first-come, first-serve basis.

## For More Information

Susan Hargreaves  
Executive Director  
Animal Hero Kids  
[susanh@animalherokids.org](mailto:susanh@animalherokids.org)  
561-236-8843



YES, I want to be a sponsor!

- Life Saver Sponsor - \$5,000
  - Rescuer Sponsor - \$2,500
  - Protector Sponsor - \$1,000
  - Advocate Sponsor - \$500
  - In-kind Sponsor
- Items to donate: \_\_\_\_\_
- 



YES, I want to purchase advertising in the event program.

- 2-page center spread - \$1,000 (first come, first serve)
- Full page - \$500
- Half page - \$250
- Quarter page - \$125
- Eighth page - \$75
- Business listing - \$50

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

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

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

Mailing address: \_\_\_\_\_

Check enclosed

Invoice me via Paypal

Make checks payable to: *Animal Hero Kids*  
Memo: *LA 2013*

*Thank you for helping kids help animals today!*