



**2023 ANNUAL AUCTION**

# **SPONSOR PACKAGE**

## **BECOME A SPONSOR**

Our Online Auction is now one of our 3 largest fundraisers of the year and your sponsorship helps promote and support funding throughout the year for the medical needs of the ~150 cats and dogs we take in each year.



Saving lives since 1998 thanks to your support!

# Summary

Best Friend Pet Adoption's 3rd Annual Online Auction is one of our Top 3 fundraising events of the year. This event will launch on Monday, September 4th and run through Monday, September 11th, 2023. The auction is conducted via our BFPA-Auction Facebook page and will be advertised to our ~5.6K followers on our main Facebook page and Instagram as well as our 3K base of supporters we reach via email. Donations are expected to include Getaway packages to the Beach, the Mountains, and Lake Gaston, local Staycation packages in the Triangle, event tickets, gift cards to local merchants and restaurants, items for your pet, art, jewelry and more. See one of our Mountain Getaway packages from our 1st Auction below.

We invite you to become a sponsor of this event where you will get dedicated posts & email blasts leading up to and throughout the event on both our main Best Friend Pet Adoption Facebook page, the BFPA-Auction page, and Instagram. Your sponsorship will help co-promote the event, creating more exposure and support for your business as well as Best Friend Pet Adoption. All proceeds raised will benefit BFPA's medical fund.

## Discover Blowing Rock

Total Package includes:

- One night stay (pet-friendly) at the Chetola Resort
- Gift card to the Horton Hotel Rooftop Lounge
- Tickets (2) to The Blowing Rock
- Gift card for Cafe Violette



# Gold Level Sponsor

**\$600 + Co-promotion of Event on Social Media**



Thank you

## Corporate Visibility and Marketing

### Social Media

- Dedicated sponsor post on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~45 days, ~30 days, ~15 days, and ~7 days ahead of event
  - 3x during event period
  - 1x no later than 1 week after close of event
- Dedicated sponsor post on BFPA-Auction page
  - 1x during weekend, 1x during week of event.
  - Pinned at top of Auction page for \*3-6 hrs (during hours of 8am-11pm) 1x during weekend and 1x during event.
- Guaranteed placement of logo on **How to Bid** Post - see References page in this packet.

\*will post the longer amount of time depending on number of total sponsors

### Email (to ~3K in BFPA contact database)

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at the following intervals:
  - ~45 days & ~7 to 15 days ahead of event and 1x during event (reminder, last chance, etc.)

### BFPA Website

- Posted on the BFPA Website on page dedicated to the Auction; auction will be advertised on home page with links.

## Co-Promotion of Event

- Expectation that your business will cross post at least 5 event related posts on your Facebook and Instagram pages, helping BFPA promote the event.





# Silver Level Sponsor

**\$400 + Co-promotion of  
Event on Social Media**



Thank you

## Corporate Visibility and Marketing

### Social Media

- Dedicated sponsor post on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~45 days, ~15 days, and ~7 days ahead of event
  - 2x during event period
  - 1x no later than 1 week after close of event
- Dedicated sponsor post on BFPA-Auction page
  - 1x during weekend and 1x during week
  - Pinned at top of Auction page for \*2-4 hrs (during hours of 8am-11pm) 1x during weekend and 1x during event.
- Guaranteed placement of logo on **How to Bid** Post - see References page in this packet.

\*will post the longer amount of time depending on number of total sponsors

### Email

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at the following intervals:
  - ~45 days & ~7 to 15 days ahead of event and 1x during event (reminder, last chance, etc.)

### BFPA Website

- Posted on the BFPA Website on page dedicated to the Auction; auction will be advertised on home page with links.

## Co-Promotion of Event

- Expectation that your business will cross post at least 3 event related posts on your Facebook and Instagram pages, helping BFPA promote the event.



## Bronze Level Sponsor

**\$200 + Co-promotion of Event on Social Media**



Thank you

### Corporate Visibility and Marketing

#### Social Media

- Dedicated sponsor post on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~7 days ahead of event
  - 1x during event period
  - 1x no later than 1 week after close of event
- Dedicated sponsor post on BFPA-Auction page
  - 2x during event period
- Possible Placement on **How to Bid** Post; Gold and Silver sponsors get preference.

#### Email

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at the following intervals:
  - ~45 days & ~7 to 15 days ahead of event and 1x during event (reminder, last chance, etc.)

#### BFPA Website

- Posted on the BFPA Website on page dedicated to the Auction; auction will be advertised on home page with links.

### Co-Promotion of Event

- Expectation that your business will cross post at least 2 event related posts on your Facebook and Instagram pages, helping BFPA promote the event.

## References

<b>BFPA Facebook Page</b>	<a href="https://www.facebook.com/BestFriendPetAdoption">https://www.facebook.com/BestFriendPetAdoption</a> 5.7K Followers
<b>BFPA Instagram</b>	<a href="https://www.instagram.com/bestfriendpetadoption/">https://www.instagram.com/bestfriendpetadoption/</a> 1.3K Followers
<b>BFPA Auction Page</b>	<a href="https://www.facebook.com/BFPA.Auction">https://www.facebook.com/BFPA.Auction</a> Established in Aug 2021 for 1st Annual Auction
<b>BFPA Website - Auction</b>	<a href="http://www.bfpa.org/Auction">www.bfpa.org/Auction</a> - Will be created by July 1, 2023 or earlier; final url will be confirmed when created if different
<b>Email BFPA Database</b>	HTML formatted email to ~2.5K BFPA contacts including former adopters, donors, volunteers, etc.

## How to Bid Pinned Post

The below example post will contain sponsor logos, as space allows (Gold and Silver get guarantee and would be rotated through if we don't have enough space for all; Bronze included only if space allows). This post remains pinned on the BFPA-Auction page for the duration of the event, except during the timeframes when a dedicated sponsor post is pinned instead.

**BFPA AUCTION**

# How to make a bid

1. View the auction albums on the BFPA Auction page's "photos"
2. Read & understand the auction rules provided
3. Click on the photo of the item you like.
4. Enter your bid in the comments
5. Click the 3 dots in the top right corner to "turn on notifications" so you know if you've been outbid!

**Thanks to our Sponsors**

**ALL DOGS ALLOWED**  
TRAINING CENTER - CARY, NC

**Unleashed**  
the dog and cat store

**BOVENIZER & BAKER**  
ORTHODONTICS

*lilybird design*  
EVENT STYLING

# Event Sponsorship Agreement

## Page 1 of 4

This Sponsorship Agreement (the "Agreement") is made and entered into as of the last signature date below (the "Effective Date") by and between BEST FRIEND PET ADOPTION INC. with an office at PO BOX 5305, Cary, NC 27512 ("BEST FRIEND PET ADOPTION") and the sponsor identified below ("Sponsor").

### Event

BEST FRIEND PET ADOPTION is hosting the following event: 3rd ANNUAL AUCTION (online via Facebook) starting on September 4, 2023 and Sponsor desires to sponsor the Event.

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

**1. BEST FRIEND PET ADOPTION Obligations.** In consideration for Sponsor's participation in the Event, BEST FRIEND PET ADOPTION shall provide the Sponsor the benefits set out in Appendix, which is incorporated and hereby made a part of this Agreement.

**2. Sponsor Obligations.** For its participation as a Sponsor in the Event, Sponsor shall pay to BEST FRIEND PET ADOPTION a fee (the "Sponsorship Fee"), as set out below:

GOLD SPONSORSHIP - \$600 or

SILVER SPONSORSHIP - \$400 or

BRONZE SPONSORSHIP - \$200 or

The Sponsorship Fee is payable to BEST FRIEND PET ADOPTION Inc., due on date of Agreement signing.

**3. Sponsor Trademarks/Sponsor Materials.** Subject to the terms and conditions of this Agreement, Sponsor grants to BEST FRIEND PET ADOPTION the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to BEST FRIEND PET ADOPTION by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines.

### 4. Indemnity

**4.1** BEST FRIEND PET ADOPTION shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of BEST FRIEND PET ADOPTION, its directors, officers, and/or employees.

**4.2** Sponsor shall indemnify, defend, and hold BEST FRIEND PET ADOPTION harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of Sponsor's trademarks and logos, and Sponsor Materials.

**4.3** Sponsor will give BEST FRIEND PET ADOPTION prompt written notice of any claim or suit coming within the purview of these indemnities.



# Event Sponsorship Agreement cont'd

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**5. Limitation of Liability.** Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, BEST FRIEND PET ADOPTION's liability for any claim against BEST FRIEND PET ADOPTION shall be limited to the funds available in its own bank account at the time of the claim.

**6. Representations.** Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

## **7. Term and Termination**

**7.1 Term.** Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through September 11, 2023, the date the event closes, unless earlier terminated as otherwise provided in this Agreement (the "Term").

**7.2 Termination by BEST FRIEND PET ADOPTION.** BEST FRIEND PET ADOPTION shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event BEST FRIEND PET ADOPTION terminates this Agreement for any reason other than Sponsor's breach BEST FRIEND PET ADOPTION shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event.

### **7.3 Termination by Sponsor; Effect of Termination**

**a)** Sponsor may terminate this Agreement for breach by BEST FRIEND PET ADOPTION after giving BEST FRIEND PET ADOPTION at least ten (10) days prior written notice specifying the nature of the breach and giving BEST FRIEND PET ADOPTION no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

**b)** If BEST FRIEND PET ADOPTION terminate this Agreement for Sponsor's breach, BEST FRIEND PET ADOPTION shall retain any fees received from Sponsor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

**c)** If Sponsor terminates for BEST FRIEND PET ADOPTION's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials and hardware or software of Sponsor.

**7.4 Survival.** In the event of termination or expiration of this Agreement, paragraphs 4, 5, 6, 7 and 8 shall survive.



# Event Sponsorship Agreement cont'd

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## 8. Miscellaneous

**8.1 Notices.** All notices, authorizations and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; (ii) sent by air express courier, charges prepaid; or (iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices, via email to: [bfpafundraisingteam@gmail.com](mailto:bfpafundraisingteam@gmail.com).

**8.2 Relationship.** This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

**8.3 Confidentiality.** Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.

**8.3 Governing Law/Jurisdiction.** This Agreement shall be governed and interpreted in accordance with the laws of North Carolina. Sponsor consents to the exclusive jurisdiction and venue of the courts in North Carolina.

**8.4 Assignment.** This Agreement may not be assigned by either party without prior written consent of the other party.

# Event Sponsorship Agreement cont'd

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The sponsor agrees to purchase a sponsorship package at the following level:

The parties have executed this Agreement as of the date set out below:

**BEST FRIEND PET ADOPTION INC. and (SPONSOR)**

**(Corporate Sponsor Name):**

Signature: \_\_\_\_\_

Please print name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**BEST FRIEND PET ADOPTION:**

Signature: \_\_\_\_\_

Please print name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Please submit your form and sponsorship check to BFPA, PO BOX 5305, Cary, NC 27512.

You may also pay online via Paypal by going to [bfpa.org/donate](http://bfpa.org/donate) and note what payment is for with submission.