

## Event Sponsorship – Tails & Ales



**About HSSV** — Every year, Humane Society Silicon Valley saves and enhances lives, finding loving homes for more than 5,000 pets annually. Humane Society Silicon Valley is committed to saving 100% of the healthy animals in our care; a goal we have satisfied every year since 2006. As a result of this achievement and the shared determination of our partner organizations, the alliance received the 2011 Maddie's Fund Lifesaving Award.

Inspired by the dedication and commitment of our community, Humane Society Silicon Valley strives to save 95% of all the animals in our care. Those animals requiring extended care make up 75% of our annual intake. We are an independent, non-profit organization, 75% of our funding comes from individual donors and business partners.

**Tails & Ales** — Tails & Ales kicks off this October with a festival featuring activities for two-legged and four-legged friendly alike. Featuring family-fun activities, crafts, vendors, and breweries to boot, Tails & Ales brings our community together to raise money and awareness for Humane Society Silicon Valley. Beginning in September, event funds will also be raised through a fun, online pet photo contest, culminating in the announcement of the winners at Tails & Ales!

On Saturday, October 14, Google will host Tails & Ales at their Mountain View campus, bringing together hundreds of pets and thousands of animal lovers.

**Sponsorship** — Designed to show your goodwill with adjustable benefits based on investment amounts. Our goal is to prioritize your needs while showcasing your philanthropy before, during and after the event.

How it Works – design your benefits program, a great return on your investment while also executing a successful and lifesaving event. Upon seeing the list of benefit options, we ask that you please complete the form on page 4. Certain benefits have associated minimum investments, some do not. Your selections will initiate a conversation to help us arrive at a sponsorship value and budget.

**Next Steps** — Select your desired program, please complete page 4 and submit to [rachel.holleran@hssv.org](mailto:rachel.holleran@hssv.org). Upon receipt of your selection, a representative will contact you to discuss your selection, make any desired changes, and finalize your sponsorship. Final steps include completion of a co-signed agreement, issuance of an invoice, and procurement of your logo/company assets.

See Page 2 for Sponsorship programs and rates.

---

Humane Society Silicon Valley  
Sponsorship Contact Information  
Rachel Holleran

Direct 408.262.2133 ext. 106      Email [rachel.holleran@hssv.org](mailto:rachel.holleran@hssv.org)

Humane Society Silicon Valley, 901 Ames Avenue, Milpitas, CA 95035