



Animals in Minneapolis Need Your Help!

I am inviting your business to join Minneapolis Animal Care & Control (MACC) in hosting a unique and creative educational and fundraising event...

I'm in the Dog House Saturday, September 29, 2012 11:00am to 2:00pm

MACC will "kennel" and then "adopt" local politicians, media celebrities and community leaders during the event. These individuals will ask their friends and colleagues to make a financial donation to the Animal Shelter in order to "adopt" the individual from the kennel. Last year, five city council members, two state senators, a federal judge, a few community leaders, Katie K9 and TC Bear from the Minnesota Twins played along with us and raised just over \$14,000 in pledges to the Animal Shelter.

This fall's event is designed to create a community celebration at our facility – face-painting, dog agility demonstrations, tours of the building, food and children's activities are just a taste of what our guests will enjoy. Our community planning committee has been meeting for two months and is cooking up a few additional treats for this year's event – including a 10-foot inflatable jumping dog!

We would love for you to join us! MACC has a number of ways for you to support the Animal Shelter on the day of the event, and support our mission to *work with our citizens to create safe and healthy communities for people and animals*. Please see attached Sponsorship Application for more information.

1. **Sponsor a Kennel** – MACC will post signage on the day of the event indicating that your business has sponsored the event. Last year, both KSTP Channel 5 and Fox9 News covered the event and took video footage of each kennel sponsor's name and logo.
2. **Create a Team** -- We created a GiveMN online donation platform to make raising funds easier than ever. Last year, ten "celebrities" and animal lovers created online pages through GiveMN. Individuals or groups can sign up and send out emails to your colleagues, clients or friends using the following link: <http://givemn.razoo.com/story/Macc-S-I-M-In-The-Dog-House>



3. **Sponsor a Booth** – Pet businesses will have booths in our parking lot and interact with the community. This might be a great way to attract new clients to your business, or just give back to the community.
4. **Become a Title Sponsor** – Businesses or individuals can become the main sponsors for the event, which gives them ultimate marketing exposure through the City of Minneapolis' communication department.

Thanks for considering partnering with MACC on this fun event. Please let me know if you have any questions. **RSVP by August 15th**

Blessings,

Jeanette Wiedemeier Bower, Event Coordinator
612-673-6244
Jeanette.Wiedemeier@minneapolismn.gov



MACC: Committed to Serving the Community

The mission of Minneapolis Animal Care & Control is to work with residents to create safe and healthy communities for people and animals.

Each year, we handle more than 16,000 field service calls. These calls range from minor barking complaints to urgent matters such as a dog attack. This year, we expect to care for 4,300 animals at the Animal Shelter. MACC has three veterinarians on staff and twelve animal care and control officers that tend to the animals in our care.

Serving the Community Day-to-Day

- Finding **adoptive homes** for stray and abandoned animals
- Working with animal rescue groups – when we cannot adopt an animal, we partner with a rescue group to re-home the pet
- Investigating **animal welfare / cruelty cases**
- Investigating animal bites and following up with enforcement
- Overseeing compliance of 300+ dangerous dogs
- Offering a **Domestic Violence Intervention Kenneling Program** – we provide no-cost kenneling for Minneapolis residents trying to leave violent relationships
- Providing public education and community awareness
- **Licensing all dogs and cats** in the City of Minneapolis – when a pet comes into the Animal Shelter wearing a pet license, 99 percent of those animals find their way back to a human.

And In Times of Great Need

Immediately after the 2011 tornado that hit North Minneapolis, MACC provided no-cost kenneling for residents who had nowhere to bring their pets. Over a two-month period, MACC provided nearly 500 days of kenneling at no cost for our north-side neighbors which totaled more than \$10,000 in emergency aid for kenneling fees and medical costs. Fundraising can help offset these unbudgeted, but critical services.

Thank you for considering partnering with MACC to better serve the animals in our care. We truly appreciate all you can do to help the pets of Minneapolis!



Exhibitor Application and Guidelines

Thank you for your interest in exhibiting at *I'm in the Dog House* on September 29, 2012, an event coordinated by Minneapolis Animal Care & Control (MACC), in partnership with Minnesota Partnership for Animal Welfare (MNPAAW). In order to host a fun-filled community event, we have created the following guidelines that all exhibitors must follow while participating in the event.

If you have any questions, please contact Jeanette Wiedemeier Bower, Event Coordinator, at 612-673-6244 or Jeanette.Wiedemeier@minneapolismn.gov

General Provisions

All booth spaces are 10' x 10' in size. You are permitted to purchase multiple spaces if you choose.

You are allowed to bring additional equipment or display materials so long as they fit within your space, can be brought in by your group, and does not impede or interfere with another group's exhibit.

Tent Weights Required – All tents are required to be weighted to guard against wind damage. Please bring your own weights or sand bags.

Tent Recommendation – Tents are highly recommended. The event will be held rain, shine, or snow.

Parking – Exhibitors may take turns unloading near their booth space. During the event, we ask that you park on the street (free parking).

Set Up / Tear Down – The event set-up will begin at 9:00am on Saturday, September 29. We ask that you have your display completely set-up by 10:30am. The event begins at 11:00am. After the event ends at 2:00pm, please plan to leave your space by 2:30pm.

Pets in Booths – MACC is an Animal Shelter and our goal is to introduce the public to MACC's adoptable dogs and cats animals at the Dog House event. We ask that groups respect our goal for the day and not bring adoptable pets to the event. However, we welcome you to bring dogs that have already been adopted, or owned animals so long as the pet is socially well-behaved and the dog's temperament is appropriate

- We strongly recommend you bring sufficient water and treats and a secure kennel for your dog.
- No dog shall be left unattended in a booth at any time, even if secured in a kennel
- Please pick up after your pet and deposit into the trash receptacles at the event.
- Only bring dogs that are tolerant of loud noises, crowds, one-on-one people contact and other dogs



I'm in the Dog House

Saturday, September 29, 2012 11:00am to 2:00pm

Sponsorship Application

Name of Organization _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Cell _____
 Email _____
 Website _____

Mission of Organization: _____

We would like to participate in the following ways:

	For profit	Non-profit / 501c3
<input type="checkbox"/> Create a Fundraising Team Community members or teams of individuals are entitled to the group's name/logo on MACC's website and a link to the GiveMN online website	N/A	N/A
<input type="checkbox"/> Booth Space ONLY Entitles the group to a 10x10 space, group's name/logo on MACC's website, and advertising on the official event flyer	\$100	\$25
<input type="checkbox"/> Kennel Sponsorship ONLY Entitles the group to prominent signage inside a kennel, group's name/logo on MACC's website, and advertising on the official event flyer	\$100	\$25
<input type="checkbox"/> Booth Space / Kennel Sponsor Entitles the group prominent signage displayed inside a kennel, a 10x10 booth space, group's name/logo on MACC's website, and advertising on the official event flyer	\$250	\$100



Working with residents to create safe and healthy communities for people and animals.

<p><input type="checkbox"/> Presenting Sponsor Entitles the group to be included on all media press releases regarding the event and mentioned in media interviews, be included in all E-blasts to MACC's subscribers involving the Dog House event, a 10x10 booth space, prominent signage inside a kennel, the group's name/logo on MACC's website, and advertising on the official event flyer</p>	<p>\$1,000</p>	<p>\$500</p>
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Please consider the following ways to make ***"I'm in the Dog House"*** a family-fun event for our community:

- Donate Items to be given away at the event – gift certificates to your business/services you provide, pet-lover book, dog leash, cat toys, etc.
Description of Item(s) _____

Estimated value of Item(s) _____
- Spread the word about ***I'm in the Dog House*** on our organization's Website, Facebook page, newsletter or other social media outlets.

Selection Criteria

There are a limited number of sponsorship opportunities available. Interested pet businesses, animal welfare organizations, animal rescue groups and other animal-friendly entities will be considered based on the following objective criteria:

- The group is a recognized pet business, animal welfare organization, or animal rescue group in the community;
- Mission of the group is compatible with that of MACC's mission: *To work with our citizens to create safe and healthy communities for people and animals;*
- The group's demonstrated ability to provide educational information on responsible pet ownership to the public;
- Current status as a MACC-approved rescue group (if applicable).

MACC reserves the right to screen any organization's sponsorship application.

Please note that a sponsorship or giving a gift will not result in any favored treatment for the donor in any pending or future governmental decisions, including procurement. Acceptance of a sponsorship or donation by the City will not state or imply the endorsement by the City of any products, services or entity