



'THE MOTHERS IN THE MILLS' 7TH ANNUAL BENEFIT

Saturday, May 13th, 2017

Moonlight Studios, 1446 West Kinzie, Chicago, IL 60642

About Puppy Mills

Puppy mills are cruel, inhumane facilities where dogs are bred exclusively for profit without regard to the health or welfare of the animals. Dogs living in puppy mills receive little to no veterinary care or human attention, exist in unsanitary conditions and are forced to breed every heat cycle. They are often killed when they can no longer produce. An estimated 99% of puppies sold in pet stores and over the Internet come from puppy mills.

Your Sponsorship & Donations Make an Impact

The Puppy Mill Project is a 501(c)(3) volunteer-based organization. Our mission is to raise awareness and educate the public about puppy mills and their connection to puppies sold in pet stores, over the Internet, and through other outlets. We educate, facilitate rescue, and advocate for change. *Our goal is simple: end puppy mills.* This is our largest benefit of the year. Always held on the eve of Mother's Day, we honor, recognize and remember the thousands of breeding mother dogs that are still locked away in inhumane conditions in puppy mills across the country. This event raises critical funds for our programming, public education of our mission, and assistance with the often-overwhelming costs of veterinary care for rescued mill dogs. 100% of the proceeds raised will help make a difference in ending puppy mills and their cruelty.

Your Sponsorship Includes Many Benefits

Sponsorships for the 2017 'The Mothers In The Mills' benefit present a variety of opportunities to align your brand with the important work of The Puppy Mill Project. All sponsorships include acknowledgment on shared signage, live links on our website, and postings across our social media network of over 15,000+ active followers. In addition, we will have an active media, public relations and marketing campaign to promote this event. This is an excellent opportunity to promote your business across a strong demographic while supporting work that will save the lives of thousands of mill dogs.

Who Will Be Exposed To Your Brand

More than 300 supporters and guests from around the Chicagoland area will view your donations. We have a very dedicated and diverse following and are continually growing. Additionally, we gladly acknowledge your support via our social media networks of over 15,000+ contacts.



OUR INSPIRATION

Millie's Mission

My name is Millie. I spent 6-9 years of my life as a breeding dog in a puppy mill – no one even knows how long I was there or how many litters of puppies I've had.



I was rescued by my Mom, Cari Meyers, founder of The Puppy Mill Project, at the National Mill Dog Rescue in Colorado. And just in time, as I had a life-threatening infection from years of neglect and cruelty in a Kansas puppy mill.

I now love my home in Chicago and although I'm making great progress, I'm still learning how to become a dog. Everything is so new; I'm learning to trust people... and even discovering how to play!

A Note from our founder, Cari Meyers:

Puppy mill mothers and fathers are just like all of our dogs, only they have never received shelter, a warm bed, nutritious food, proper medical care, love, toys and safety.

These dogs deserve the chance to be part of a family and simply be a dog. They inspire us daily to continue our work.

The Puppy Mill Project is dedicated to ending puppy mills.

With Gratitude,

Cari Meyers - Founder and President

www.thepupymillproject.org



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SPONSORSHIP LEVELS

PACK LEADERS ~ Premier Sponsorship Level for \$5,000 (2 packages available)*

- Dedicated email announcing your participation in the event
- Company/organization name and logo on 'Step & Repeat' backdrop for photo opportunities as guests enter and throughout evening
- Prominent appearance of company/organization brand/logo on media outlets and social media platforms and on all printed and digital invitation & promotional materials
- Company/organization link and recognition on The Puppy Mill Project's website
- Exclusive recognition of your company/organization on signage prominently placed at event, including on event table tents.
- Reserved seating for 10 total guests (10 individual Complimentary event tickets)

TOP DOGS ~ Sponsorship Level for \$2,500 (5 packages available)*

- Prominent placement of company/organization name and logo on all promotional materials distributed to our vast email and social media networks
- Company/organization link and recognition on The Puppy Mill Project's website
- Company/organization name and logo included in all media releases and on social media platforms when publicizing the event, including the event invitation
- Recognition of your company/organization on signage prominently placed at event, including on event table tents.
- Reserved seating for 8 total guests (8 individual Complimentary event tickets)

PREMIER PUPS ~ Sponsorship Level for \$1,000 (10 packages available)*

- Inclusion of company/organization name and logo on promotional materials distributed via email and social media, as well as on the event invitation
- Company/organization link and recognition on The Puppy Mill Project's website
- Reserved seating for 4 total guests (4 individual Complimentary event tickets)

FURRY FRIENDS ~ Sponsorship Level for \$500*

- Company/organization link and recognition on The Puppy Mill Project's website
- 2 individual Complimentary event tickets

PLEASE NOTE: We must receive your sponsorship commitment by **February 28, 2017 to provide the benefits listed above. For more information, questions, or to reserve a sponsorship, please contact/email us at Events@ThePuppyMillProject.org. THANK YOU!*



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Please select a Level of Sponsorship:

- _____ **Pack Leader @ \$5,000**
_____ **Top Dog @ \$2,500**
_____ **Premier Pup @ \$1,000**
_____ **Furry Friend @ \$500**
_____ **Other Amount \$ _____**
Total: \$ _____

Method of Payment:

___ Credit Card (Mastercard/Visa/American Express) Name on Card: _____
Card #: _____ Exp Date: _____ Security Code: _____ Billing Zip Code: _____
OR ___ Check Enclosed (Made Payable to 'The Puppy Mill Project')

Please print, as you would like your information to be listed:

Contact Name: _____
Business Name: _____
Address: _____
City, State & Zip: _____
Phone & Fax: _____
E-mail: _____
Website: _____

Please return this completed form by February 28, 2017 to events@thepuppmillproject.org or
The Puppy Mill Project, 1341 W. Fullerton, Suite 353, Chicago, IL 60614. Thank You!

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Live Auction & Raffle Basket Item Donation Reply Form

____ YES, I will donate an item(s) for the event's Live Auction/Raffle Baskets.*

Please print, as you would like your information to be listed:

Business Name: _____

Contact Name: _____

Donor Name (*if other than above*): _____

Address: _____

City, State & Zip: _____

Phone & Fax: _____

E-mail: _____

Website: _____

Description of item(s) donated:

Please note any restrictions/limitations on the donated item(s)—i.e. expiration date, maximum number of people, specific days that certificate can be redeemed, age limits, etc.:

Estimated Fair Market Value: \$ _____

____ I will mail/email the donation item(s)/certificate(s) to The Puppy Mill Project.

◆Please e-mail to: events@thepuppmillproject.org

◆Please mail to: The Puppy Mill Project, 1341 W. Fullerton, Ste. 353, Chicago, IL 60614

____ The item(s) will need to be picked up (please email events@thepuppmillproject.org and we will contact you to make arrangements for pick up).

****Items must be received by April 14th, 2017; please include this completed form. Thank you!***

www.thepuppmillproject.org