

Dear Friends,

We know that you receive requests for donations and sponsorships each year for many wonderful and important causes. We truly appreciate your consideration for participation in PAWS for People's Doodles in Dewey. **You will be supporting PAWS life-changing pet therapy programs in our four-state area.**

PAWS for People's Doodles in Dewey
Friday, April 25 – Sunday, April 27, 2025
Delaware Beaches



This popular event brings together people and their doodles to enjoy a weekend of fun including a Saturday Romp on the Beach, a Friday Night Pet Costume Parade, Yappy Hours and much more.

This is the 20th year for this successful event and the fourth year that it will support PAWS for People's pet therapy programs. **In 2024, 1000+ people & 600+ doodles registered and joined the fun. This year's expected attendance will offer huge visibility for your business.**

We invite your participation and appreciate your support of PAWS' pet-assisted therapy! Business supporters can get involved in a variety of ways. This package details those opportunities, including sponsorship, a vendor table, percentage of sales and/or in-kind donations.

PAWS for People is a nonprofit organization committed to providing therapeutic visits to any person in the community who would benefit from interaction with a well-trained, loving pet. From hospitals and skilled care facilities to chemical dependency centers and schools, tens of thousands of people annually are experiencing the hope and healing of one-on-one pet therapy visits thanks to hundreds of dedicated volunteers and their loving therapy companions. **A visit from a PAWS pet therapy team makes a difference!**

Learn more at www.PAWSforPeople.org



Help PAWS for People Bring Smiles!



Doodles in Dewey 2025 Participation Opportunities

Sponsorship Deadline – March 15th

Three PAW Sponsor (\$1,000)

- Sponsor Spotlight eNews article highlighting your participation (distribution 8,000+)
- Recognition of your sponsorship on event eBlasts & participant emails
- Facebook posts recognizing your support (initial Facebook post announcement reached 14,000+ people)
- 10' x 10' vendor space on Dewey beach on Saturday, April 26
- Company name/logo with link on Doodles in Dewey event website
- Prominently placed company logo on 2025 event t-shirts
- Recognition with two signs on Dewey beach on Saturday, April 26
- Opportunity for company-provided giveaway or literature in all participant packets

Two PAW Sponsor (\$500)

- Facebook posts recognizing your support (initial Facebook post announcement reached 14,000+ people)
- 10' x 10' vendor space on the beach on Saturday, April 26
- Company name/logo with link on Doodles in Dewey event website
- Your company logo on 2025 event t-shirts
- Recognition with one sign on Dewey beach on Saturday, April 26
- Opportunity for company-provided giveaway or literature in all participant packets

One PAW Sponsor (\$250)

- Company name/logo with link on Doodles in Dewey event website
- Your company name on 2025 event t-shirts
- Recognition with one sign on Dewey beach on Saturday, April 26

Vendor Table only (\$175)

- Opportunity to have a vendor table on Dewey beach at the April 26th Doodle Romp (10:00 AM – 2:00 PM)
- Your company name/logo listed on the event website as a vendor with a link to your business website
- Please note: vendors must also obtain a one-day business license from the Town of Dewey (Cost \$25)
<https://www.townofdeweybeach.com/BusinessLicenseApplication>

In-kind donations of goods or services are needed for raffles and event prizes

- Consider donating an item that would provide great exposure for your business.
- Your donation will be recognized in the event thank you email and in raffle signage at the event.

Host a Yappy Hour or Donate a Percentage of Sales

- Restaurants are needed to host pet-friendly Yappy Hours on Friday or Saturday evening or Sunday morning or afternoon with a percentage of sales being donated to PAWS for People.
- Businesses are needed to donate percentage of sales or offer special discounts to Doodle Participants.
- These opportunities will be heavily promoted to all registered participants via participant packets, emails, and Facebook posts.



PAWS for People’s Doodles in Dewey 2025 Business Supporter Commitment Form

Company Name (as you wish it to appear in promotional materials)

Contact Name/Title _____
Address _____
City, State, Zip _____ Phone _____
Email _____

____ I would like to sponsor the 2025 PAWS for People’s Doodles in Dewey event (Deadline March 15th).
____ Three PAW Sponsor \$1,000 ____ Two PAW Sponsor \$500 ____ One PAW Sponsor \$250

____ I would have a vendor table at the 2025 PAWS for People’s Doodles in Dewey event on April 26th (\$175)

- Please select a payment method:
____ Check enclosed ____ Will pay online (www.PAWSforPeople.org) ____ Invoice me
- Please email your logo to dkisner@pawsforpeople.org
- Please provide website address that you would like linked to your logo on our website

____ I would like to donate raffle item or prize for PAWS for People events.

Item description: _____

Item value: \$ _____ Select one: ____ Item enclosed ____ Please pick up

____ I would like to host a Yappy Hour for the Doodles in Dewey participants.

____ Friday, April 25th ____ Saturday, April 26th ____ Sunday, April 27th

Please provide details (time, percent of sales donation, etc.): _____

____ I would like to provide a percent of sales donation or a discount for Doodles in Dewey participants.

Please provide details: _____

PAWS for People is a 501(c)(3) E.I.N. 76-0780197

Please return to: PAWS for People - P.O. Box 9955; Newark, DE 19714

Event Contact for Additional information or questions:

Dawn Kisner, Coordinator Kent & Sussex Counties
DKisner@PAWSforPeople.org
(302) 351-5622