



# PAWS UP *for* PETS CAMPAIGN

**VISION:** Engaging local youth to help build caring communities through educational outreach and by promoting compassion, advocacy and responsibility for pets.

**COLLABORATING GROUPS:** C.A.R.E.4Paws, Davey's Voice, and United Boys & Girls Clubs of Santa Barbara County.

**PROJECT IN BRIEF:** Our "Paws Up for Pets Campaign" will promote compassionate, responsible pet ownership targeting elementary school children and Boys & Girls Club members in Santa Barbara County. Our goal is to empower local youth to make a difference by showing others that they care about animals and by inspiring empathy among friends and family members and in the community as a whole. Children have the opportunity to earn badges and awards and set a positive example for others. The United Boys & Girls Clubs of Santa Barbara County and Boys & Girls Clubs of Santa Barbara and Santa Maria Valley will help facilitate visits to their eight county locations, share their strong connections with local school districts, help C.A.R.E.4Paws measure program results, and assist with fundraising for the campaign. Davey's Voice will contribute funds annually and help with marketing and fundraising for the campaign. We envision that this will be a model program that can be emulated nationally working in partnership with Boys & Girls Clubs of America.

**PROJECT LAUNCH:** We will launch our campaign with a major fundraising and awareness building event at the beautiful Montecito estate of Gretchen and Robert Lieff on Thursday, June 30. We are seeking enlightened investors to support the launch of this important and innovative educational program and have developed the following sponsorship opportunities.

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| <b>Visionary – \$25,000</b> | Prominent recognition as a Visionary at June 30 launch event and on all marketing and educational materials as well as up to 6 guests invited to join you at launch event |
| <b>Leader – \$10,000</b>    | Prominent recognition as a Leader at June 30 launch event and on all marketing and educational materials as well as up to 4 guests invited to join you at launch event    |
| <b>Advocate – \$5,000</b>   | Prominent recognition as an Advocate at June 30 launch event and on all marketing and educational materials as well as up to 2 guests invited to join you at launch event |
| <b>Partner – \$2,500</b>    | Prominent recognition as a Partner at June 30 launch event and on all marketing and educational materials as well as a guest invited to join you at launch event          |
| <b>Supporter – \$1,000</b>  | Prominent recognition as a Supporter at June 30 launch event and on all marketing and educational materials as well as invitation to launch event                         |

**REGULAR GUEST TICKETS - \$100  
AVAILABLE AT PAWSUPFORPETS.ORG**

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For more information, please contact  
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To learn more about the campaign, visit [pawsupforpets.org](http://pawsupforpets.org).