

5th Annual



A Benefit for Project POOCH[®]

A non-profit organization that matches incarcerated youth with shelter dogs.

Friday, November 18, 2011

6:00 pm—10:00 pm

The Melody Ballroom

615 S.E. Alder St

Portland, Oregon 97214

Sponsorship Opportunities

There are several opportunities for sponsorship at this year's auction.

Read on or go to www.poochinthepub.org for more details.



What: POOCH in the Pub

On Friday, November 18, 2011, Project POOCH will host the **5th Annual POOCH in the Pub** annual fundraiser. We will be celebrating the organization's 18th anniversary.

Over the last five years this event has brought over 350 people together each year to support the youth and the dogs at Project POOCH, and enable Project POOCH to continue to change the lives of unwanted shelter dogs and troubled youth.

Why: Project POOCH provides opportunities for incarcerated youths to learn patience, responsibility, and compassion for all life through working with shelter dogs. In the 18 years of operation, Project POOCH has positively impacted the lives of over 400 youth and has placed over 500 dogs through adoption! All dogs must pass the Canine Good Citizen test before being adopted.

What our POOCH adopters say:

"I wanted to tell you what a positive experience dealing with Project POOCH has been for me and my family. We are now complete with lovely Adeline in our home. Kevin and POOCH did a great job with her. I wanted to tell you how very impressed I was with Kevin. What a difference two months have made for him." – Donna

"I was always telling Zeke's "story" to people and what a wonderful organization you were to save him and give him a new life. Everyone thought he was just beautiful and well behaved. He was a blessing." - Camille (Zeke has crossed the rainbow bridge and is now in doggy heaven.)

Where: **The Melody Ballroom** is located between 6th and 7th on SE Alder in Portland. This historic building was built in 1925. The ballroom has a pub atmosphere, which provides the perfect setting for the Annual POOCH in the Pub Auction.

When: **Friday, November 18, 2011**
6:00 p.m.- Doors Open
6:30 p.m.- Silent Auction Begins
Arrive early and enjoy a signature drink in "our pub."

Goal: **\$80,000 in sponsorships, ticket sales, auction sales and donations**
All of the proceeds from this event go to support the youth and the dogs at Project POOCH.

Contact: **Darlene Stephens, (D.B.A. Red Crown Affairs) Event Planner for Project POOCH**
Direct Line: 503.674.8269
events@pooch.org
www.poochinthepub.org



What is Project POOCH? (Positive Opportunities– Obvious Change With Hounds)

Project POOCH is a non-profit, 501c(3) organization that has successfully paired youths incarcerated at the MacLaren Youth Correctional Facility in Woodburn, Oregon, with homeless shelter dogs for 18 years. Youths (guided by professionals) learn to train the dogs, groom them, and find them new adoptive “forever homes.” The dogs leave the program ready to be great pets, while their trainers re-enter the community with new job skills and an increased compassion and respect for all life.



The youths work with their dogs daily and practice the principles of positive reinforcement and behavior modification. As the trainers manage their dogs, they learn how to manage their own behavior. They also develop good work habits, and acquire valuable occupational skills.

The relationships, emotional support, and mutual trust established between the youths and dogs are pivotal to the success of the program. For some students and dogs, this relationship is their first experience of unconditional love, and it helps them develop the self-confidence and hope they need to build future relationships.

Participants have consistently demonstrated a reduced incidence of aggression toward others during their stay at MacLaren. They also show growth in leadership skills and improvement in their ability to work with others.



Our Mission:

Project POOCH, Inc.® provides opportunities for youth in corrections to develop the personal and vocational skills they will need to become responsible, productive members of the community. The program accomplishes this by teaching youth to care for and train shelter dogs for adoption.



Sponsorship Levels Available for 2011

Presenting Sponsor (\$7,500)- DAVE'S KILLER BREAD

This sponsorship is limited to only one partner.

- Sponsor's name and/or logo placed in all print advertising
- Inclusion of sponsor's name in all press releases and all promotional materials
- Name included in all special event e-communications sent to all Project POOCH supporters
- Prominent placement of sponsor logo/name on website homepage
- Prominent placement of sponsor logo/name on sponsor page of event website
- Acknowledgement from the main stage and opportunity to speak at event
- Sponsor recognition in event program including full-page color ad
- 6 ft banquet table at the event for brochures and samples
- Reserved tables for 20 guests
- Marketing materials for goodie bags

Top Dog Sponsor (\$5,000)- This sponsorship is limited to three partners.

- Sponsor's name and/or logo placed in all print advertising
- Inclusion of sponsor's name in all press releases and all promotional materials
- Name included in all special event e-communications sent to all Project POOCH supporters
- Prominent placement of sponsor logo/name on website homepage
- Prominent placement of sponsor logo/name on sponsor page of event website
- Acknowledgement from the main stage
- Sponsor recognition in event program including full-page black and white ad
- 6 ft banquet table at the event for brochures and samples
- Reserved table for 10 guests
- Marketing materials for goodie bags

Best Friend Sponsor (\$2,500)- This sponsorship is limited to four partners.

- Sponsor's name in all press releases and all promotional materials
- Name included in all special event e-communications sent to all Project POOCH supporters
- Prominent placement of sponsor logo/name on sponsor page of event website
- Acknowledgement from the main stage
- Sponsor recognition in event program including half-page black and white ad
- Reserved table for 10 guests
- Marketing materials for goodie bags

Good Dog Sponsor (\$1,000)- There is no limit of partners for this level of sponsorship.

- Prominent placement of sponsor logo/name on sponsor page of event website
- Acknowledgement from the main stage
- Sponsor recognition in event program including quarter black and white ad
- 4 guest passes to event
- Marketing materials for goodie bags

Little Buddy Sponsor (\$750)- There is no limit of partners for this level of sponsorship.

- Sponsor recognition in event program including quarter black and white ad
- 2 guest passes to event
- Marketing materials for goodie bags

Table Sponsor (\$700)- There is no limit of partners for this level of sponsorship. (These go fast so reserve yours soon!)

- Sponsor recognition in event program
- Reserved table for 10 guests





A Benefit for Project POOCH®

A non-profit organization that matches incarcerated youth with shelter dogs

Tax ID #93-1252054

Contact Name:		
Business Name:		
Address:		Suite:
City:	State:	Zip:
Business Phone:		
Email Address:		Web Address:
Business Description:		

COUNT ME IN! I would like to be a:

- Top Dog Sponsor (\$5,000) Little Buddy Sponsor (\$750)
- Best Friend Sponsor (\$2,500) Table Sponsor (\$700)
- Good Dog Sponsor (\$1,000) (seating for ten guests)
- In lieu of a cash payment, I would like to make a product/service donation of _____ Value \$ _____
- I would like to make a tax deductible donation of \$ _____
- To help raise additional funds for Project POOCH, I would like to donate an item for the auction or raffle.

Description: _____ **Value \$** _____

- I will deliver item. Please pick up item.

Please make checks payable to **Project POOCH**

Mail to:

Project POOCH Community Outreach Office
PO Box 305, Lake Oswego, OR 97034

QUESTIONS? Contact Darlene Stephens 503-674-8269 or events@pooch.org

- I would like someone from Project POOCH to contact me