

4th Annual



A Benefit for Project POOCH®

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

Thursday, November 18, 2010

6:30 pm—10:00 pm

Tiffany Center

1410 S.W. Morrison Street

Portland, Oregon 97205

For more information visit our website

www.pooch.org

or phone us at

503-697-0623

What is Project POOCH?

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 15 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 relationships, emotional support and mutual trust established between the trainers 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.

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.

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.

What is POOCH in the Pub?



POOCH in the Pub is an annual auction fundraiser for Project POOCH. The evening includes dinner, live music and an auction. 100% of the profits from this event go 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.

This year **POOCH in the Pub** will be held at:

Tiffany Center
1410 S.W. Morrison
Portland, OR 97205
Thursday, November 18, 2010
6:30 p.m.— 10.00 p.m.

Marketing POOCH in the Pub

- **Print Advertising:**
 - Local newspaper
 - Project POOCH newsletter
 - Portland area community event calendars
- **Internet Marketing:**
 - Project POOCH website
 - Project POOCH Facebook
 - Portland area web-based event calendars
 - Links to the event from POOCH in the Pub sponsors and donors web pages
- **Other Marketing:**
 - Distribute flyers and posters in the Portland metro area
 - Mail “Save-the-Date” to 2,000+ supporters 8 weeks prior to the event
 - Mail Invitations to 2,000+ supporters 4 weeks prior to the event
 - Establish an email campaign
 - Posters announcing the event
 - Send out press releases

Did you know?

- Oregon is ranked #3 in the top percentage of pet-owning states
- 73.1% of households in Oregon have at least one pet (that's 891,000 households)
- 48.7% of American pet owners consider their pet family

**Top Dog
Presenting Sponsor
\$5,000**

- **Presenting Sponsor** logo recognition on all posters, save the date, and event invitations
- **Presenting Sponsor** recognition in event program distributed to attendees of POOCH in the Pub, including top logo position on sponsor recognition page and full-page color ad with premium placement
- **Presenting Sponsor** logo recognition on POOCH in the Pub and Project POOCH websites: www.poochinthepub.org and www.pooch.org
- Prominent, highly visible **Presenting Sponsor** Banner recognition at POOCH in the Pub
- 6 ft banquet table at the event for brochures and samples
- **Presenting Sponsor** verbal recognition from podium at POOCH in the Pub
- Reserved table for ten guests
- **Presenting Sponsor** recognition in all POOCH in the Pub press releases
- Marketing materials for goodie bags

**Best Friend Sponsor
\$2,500**

- Logo recognition on all posters, save the date, and event invitation
- Sponsor recognition in event program distributed to attendees of POOCH in the Pub, including full-page black and white ad
- Logo recognition on POOCH in the Pub website: www.poochinthepub.org
- Banner recognition at POOCH in the Pub
- Sponsor banner recognition at POOCH in the Pub
- 6 ft banquet table at the event for brochures and samples
- Verbal recognition from podium at POOCH in the Pub
- Reserved table for 6 guests
- Marketing materials for goodie bags

**Good Dog Sponsor
\$1,000**

- 4 guest passes to the event
- 1/2 page advertisement in auction booklet
- Marketing materials for “goodie bags”
- Sponsorship mentioned by emcee
- Link to sponsor website from Project POOCH website

**Little Buddy Sponsor
\$500**

- 2 guest passes to the event
- 1/4 page advertisement in the auction booklet
- Marketing materials for “goodie bags”



A Benefit for Project POOCH[®]

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

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:

- Presenting Sponsor (\$5,000) *only one available at this level*
- Best Friend Sponsor (\$2,500)
- Good Dog Sponsor (\$1,000)
- Little Buddy Sponsor (\$500)
- 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 \$ _____

Please make checks payable to
Project POOCH
Mail to:
Project POOCH Community Outreach Office
PO Box 305
Lake Oswego, OR 97034
QUESTIONS? Contact Susie Waki 503-697-0623