



American Cancer Society | Northeast Region
3893 Adler Place Suite 170
Bethlehem, PA 18017

Ms. Carol Hess, Store Manager/Customer Service
Dieffenbach's Potato Chips, Inc.
51 Horst Road
Womelsdorf, PA 19567

Dear Carol:

On Saturday, May 19, 2018, Relay for Life of Western Berks will be hosting our annual [Bark for Life](#) event at Jim Dietrich's Park in Muhlenberg Township, Berks County. The American Cancer Society (ACS) Bark For Life™ is a noncompetitive event for dogs and their owners to raise funds and awareness for the American Cancer Society's fight against cancer. By supporting Bark For Life, you help the [American Cancer Society](#) save lives, and that helps us move closer to our ultimate goal of a world with less cancer and more birthdays.

We're hoping to serve about 100 or more attendees at this year's Bark event. The event is by registration for our Relay for Life participants, but due to the dog park being open to the public and a dog disc competition held there that weekend, I am going to keep our vendors and concessions area open to anyone that will be in the park that day. Our intent with your products is for our concession area. We're planning to serve food for donations, which will include a meal of hot dog, chips and a drink for a contribution to the American Cancer Society.

Contacts:

Flame Vo, Bark for Life Committee Lead
flamevo.fv@gmail.com
25 Weiser Court
Womelsdorf, PA 19567
610.898.8106

Wendy Benedict, Community Development Manager (Our ACS Staff Partner)
Northeast Region | American Cancer Society, Inc
wendy.benedict@cancer.org
3893 Adler Place Suite 170
Bethlehem, PA 18017
800.227.2345

We'd be more than appreciative of any donations for our event. I'd gladly include your logo as a sponsor on our site and event program, and if you had any other promotional items, coupons, etc. you'd want to include in our goodie bags for the registered attendees to draw them to your store, I'd be happy to include that as well.

Thank you for your consideration!

Regards,

Flame B. Vo



2018 Bark for Life of Western Berks

Saturday, May 19, 2018

Jim Dietrich Dog Park

4899 Stoudts Ferry Bridge Road, Muhlenberg Township

What is Bark for Life?

Families and their dogs come together for a few hours during the day to celebrate survivors, remember those we have lost, and recognize our canine companions as caregivers. Participants have the opportunity to share their experiences, find new support systems, and make lots of new friends! All proceeds of Bark for Life of Western Berks benefit the American Cancer Society.

Sponsorship and Vendor Opportunities

Top Dog Sponsor - \$1,000

- Company name and logo in Bark for Life of Western Berks and Relay for Life event programs as well as ½ page ad in Bark for Life program*
- Company name and logo on the Bark for Life and Relay for Life of Western Berks websites
- Company name displayed on Relay For Life of Western Berks Event T-shirts
- Promotional recognition on Bark for Life of Western Berks Facebook page*
- Opportunity to display promotional materials at Bark for Life event registration area
- Opportunity to include business card/coupons in Bark for Life goodie bags
- Opportunity to display banner at Bark For Life and Relay For Life events
- Vendor space** at Bark for Life event including listing as vendor on website and program

Leader of the Pack Sponsor - \$500

- Company name and logo in Bark for Life of Western Berks and Relay for Life event programs*
- Company name and logo on the Bark for Life and Relay for Life of Western Berks websites
- Promotional recognition on Bark for Life of Western Berks Facebook page*
- Opportunity to include business card/coupons in Bark for Life goodie bags
- Opportunity to display banner at Bark For Life and Relay For Life events
- Vendor space** at Bark for Life event including listing as vendor on website and program

Tail Wagger Sponsor - \$250

- Company name in Bark for Life of Western Berks and Relay for Life event program brochures
- Company name on the Bark for Life of Western Berks websites
- Recognition on Bark for Life of Western Berks Facebook page
- Opportunity to include business card/coupons in Bark for Life goodie bags
- Vendor space** at Bark for Life event including listing as vendor on website and program

Best Friend Sponsor - \$100

- Company name in Bark for Life of Western Berks and Relay for Life event programs
- Company name on the Bark for Life of Western Berks website
- Recognition on Bark for Life of Western Berks Facebook page
- Vendor space** at Bark for Life event including listing as vendor on website and program brochure

Retail Vendor Only - \$25

- Vendor space** at Bark for Life Event
- Listing as vendor on Bark for Life Event website and in program brochure

Relay for Life Team Fundraising

Relay for Life teams from anywhere are welcome to do onsite fundraising activities at our event at no charge for space. Feel free to get creative! *(Note: Selling any product or service for profit requires payment for vendor space**. The waived fee applies only if ALL proceeds are going to the American Cancer Society).*

Nonprofit Organizations

We proudly offer vendor space** to other nonprofit organizations at our event at no charge, including recognition in our event program.

In Kind Contributions

In-kind contributions are greatly appreciated and will be recognized as sponsorships Bark for Life website, program brochure and Facebook page. Below are just a few of the things we need; but we're always open to suggested items of support from our local community in an effort increase our fundraising efforts!

- Giveaways for goodie bags (avoid anything that could be toxic or otherwise harmful for the dogs – i.e. no chocolate, etc.)
- Print services for program brochure
- DJ services
- On site services (can be for the dogs or people such as nail trimmings, massage, etc.)
- Food and/or beverage services or contributions
- Demonstrations *(for educational purposes only relevant to attendees. No form of sales presentations will be considered!)*
- Raffle prizes

*** Logo and ad submission deadlines:** Logos and ads (color; 5.5" x 4.5") must be received by April 30 for guaranteed inclusion in the program book and/or t-shirts. Top Dog and Leader of the Pack Sponsors have the added benefit of "promotional recognition" on Facebook. This can either be as text or an image to promote their business and/or support of the American Cancer Society. Please provide by April 30.

**** Vendor Space:** Vendor space includes a 10' x 10' space only, no tables, chairs, etc. There is no electricity at the park, so if needed, you will have to bring your own generator. Placement of space will be based on order of sponsorship submissions. If you have special needs for placement, please let us know.

Questions? Contact Flame Vo: flamevo.fv@gmail.com or 610-310-8403.



Yes, I would like to support the American Cancer Society Bark for Life of Western Berks event!
Saturday, May 19, 2018 | Jim Dietrich Dog Park

Please submit your completed Sponsorship Agreement form by April 30, 2018, including payment and any logos or advertisements as applicable.

Business Name: _____

Contact Person: _____

Email: _____ Phone: _____

Website: _____

Address: _____

Relay for Life or Bark for Life team or individual to credit (if applicable) _____

I would like to be a...

- ☐ Top Dog Sponsor \$1,000.00
- ☐ Leader of the Pack Sponsor \$500.00
- ☐ Tail Wagger Sponsor \$250.00
- ☐ Best Friend Sponsor \$100.00
- ☐ Retail Vendor Only \$25.00
- ☐ Onsite Fundraising Activity for American Cancer Society

Please specify: _____

- ☐ Nonprofit Organization
- ☐ In Kind Donations

Please specify: _____

I acknowledge that I am committing to promote the Bark For Life event to my patrons. Any donations collected on behalf of the American Cancer Society's Bark For Life must be turned in no later than the day of the event.

Signature of Business Representative

Date

Questions? Contact Flame Vo: Flamevo.fv@gmail.com or 610-310-8403

Please return this form to: Flame Vo | 25 Weiser Court | Womelsdorf, PA 19567 or flamevo.fv@gmail.com.

Make checks payable to the American Cancer Society. Credit Cards (Visa, MasterCard, American Express or Discover) are also accepted. Contact Flame for details.