



**Caring for pet wellness and nutrition**

## **Sponsorship Request Guidelines**

### **General Guidelines:**

Requests for sponsorship can be submitted for the following:

- A cash donation
- Advertisements
- Fundraising requests (purchase of tickets, promotional products or participation in an event)
- Gift-in-kind (a donation of product or discount on product)
- Sponsorships (donations made in exchange for corporate recognition)
- Scholarships (funds given to assist students with post-secondary education)

### **Areas of Focus:**

Pet-related opportunities:

1. Wellness and Nutrition
2. Adoption
3. Education
4. Fun and Lifestyle

These events are mainly directed to pet parents and enthusiasts.

### **Eligibility Criteria:**

- Preference is given to pet friendly or pet related activities or events targeted to the pet community, that fill a recognized need
- Not-for-profit organizations that serve pets and/or their owners
- Promotes positive awareness and goodwill for Bosley's, animals and their owners
- Compliments Bosley's values and philosophy
- Events will be considered on a local community basis and regional basis where applicable
- Provide promotional opportunities for Bosley's, such as a booth space with chair and table for coupon distribution
- Be advertised in the local community and will have substantial local community support and involvement
- Take place near a Bosley's community store (in our Bosley's neighborhood)
- Willingness to provide feedback on the impact of Bosley's investment. For example: approximately 200 words describing the initiatives, how it was successful, and as appropriate, include pictures.

### **Not Eligible:**

- NON pet-related charity or fundraising events
- For-profit organizations
- Religious or political organizations
- Out of area initiatives
- Third party fundraisers

- Non-industry related conventions and conferences
- Organizations discriminating on the basis of race, religion, gender or sexual orientation
- Applicants already receiving assistance from any of Bosley's primary investments will not be considered, OR who had a proposal accepted from Bosley's within the last year.

**Proposal Submission:**

- All applicants must complete Bosley's Sponsorship Request Proposal Form.
- Other types of requests (faxes and telephone calls) will NOT be considered.
- Due to the amount of requests, it may not be possible to respond to all requests.
- If Bosley's approves your event, you will be first notified by phone and then receive confirmation in writing.
- Please do not follow-up with repeat applications or telephone calls.

**Deadlines:**

- Submissions should be submitted a minimum of 3 months prior to the event start date to be considered. Thank you.

**Where to Send:**

Please mail, email or fax your completed proposal to:

Bosley's, Director of Marketing  
Sponsorship Request Proposal  
#140- 6751 Westminster Highway, Richmond, BC V7C 4V4  
Fax: 604-279-9479  
[sponsorshipprequests@bosleys.com](mailto:sponsorshipprequests@bosleys.com)

## Sponsorship Request Application Form

*All requests must be made in writing and must be submitted 3 months prior to event start date for consideration. Thank you.*

Request Submission Date: \_\_\_\_\_

### Organization Information:

Name of Agency: \_\_\_\_\_

Program Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City & Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Website Address: \_\_\_\_\_

What is the organization's mandate and goals?  
\_\_\_\_\_  
\_\_\_\_\_

Registered as a non-profit?  Yes  No Registered charitable tax number: \_\_\_\_\_

What geographic area/community does the organization/event benefit?  
\_\_\_\_\_

Is funding requested / received from other sources?  Yes  No

Has Bosley's provided support in the past?  Yes  No

### Nature of Request:

Cash  Advertising  Fundraising  Gift-in-Kind  Sponsorship  Scholarship

Other  
\_\_\_\_\_  
\_\_\_\_\_

Amount of Request: \_\_\_\_\_

### Details of Request:

Event Name: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Event Details: (goal, objectives, timeline, targeted turnout, etc.):  
\_\_\_\_\_  
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Area of Focus:

Wellness and Nutrition

Adoption

Education

Fun and Lifestyle

Recognition:

Please note any opportunities for Bosley's :

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All successful applications are required to report the benefits of the sponsorship investment.

***Please attach all relevant support documentation as deemed pertinent with your request .***

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Signature (Must have signing authority for requesting organization.)

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Print Name & Title