



Morris Animal
FOUNDATION

K9 Cancer Walk





What is Morris Animal Foundation?

Founded in 1948 by Dr. Mark L. Morris Sr., a pioneer in animal nutrition and a veterinary industry leader. Today, the second and third generation of Morris family members join world veterinary leaders and captains of industry alike as Foundation Trustees.

Morris Animal Foundation is a nonprofit organization that invests in science that advances veterinary medicine for companion animals, horses and wildlife. We are a global leader in animal health science, and our funding helps more species in more places than any other organization in the world.

Since our founding in 1948, Morris Animal Foundation has invested more than \$70 million toward 2,000+ studies, and these studies have led to significant breakthroughs in diagnostics, treatments, preventions and cures for animals. Some of the breakthroughs funded through the Foundation have become gold standards in veterinary care.



Dr. Mark L. Morris Sr.



K9 Cancer Walk

Morris Animal Foundation's Signature Walk



Morris Animal Foundation established the K9 Cancer Walk program to raise funds and awareness of the canine cancer cause. This walk series raises funds for research that will develop prevention strategies, test new treatments, establish tools for cancer researchers and train new scientists specializing in cancer research. Net proceeds from the walk series has assisted in funding XXX canine cancer studies.

New in 2015, Morris Animal Foundation is establishing a National Series K9 Walk Sponsor program.

We invite your organization to join us for this ground level opportunity.





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National Series K9 Cancer Walk Sponsors



Why Sponsor

January through October, in six locations around the country, the K9 Cancer Walk series offers participants a choice of two routes. A long walk that is about two miles and a shorter walk around a ½ mile (most locations). This annual fundraiser brings together over 2400 people and their dogs to raise funds for canine cancer.

K9 Cancer Walk Locations:

Ft. Lauderdale, FL; San Diego CA ;Los Gatos CA;
Elk Grove CA; Knoxville TN; Indianapolis, IN

In addition to brand exposure through the K9 Cancer Walk promotions, National Series Sponsors will receive on event presence and the opportunity to sample products and showcase services at the vendor exhibit area at each location. The walk draws a strong family demographic as well as single participants.

Dogs are part of our families *and* our best friends.

Please join us to help our best friends live longer, healthier, cancer-free lives by becoming a National Series Sponsor.





How do customers view corporate support of causes?

- 54 percent bought a product associated with a cause over the last 12 months, increasing 170 percent since 1993
- 89 percent of Americans are likely to switch brands to one associated with a cause, given comparable price and quality, jumping nearly 35 percent since 1993
- 91 percent wants even more of the products and services they use to support cause
- 88 percent wants to hear how companies are supporting social and environmental issues

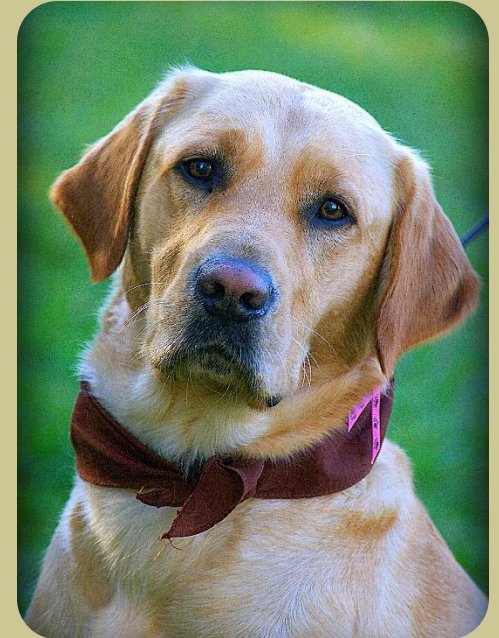
2013 Cone Communications Social Impact Study





National Presenting Sponsor

- Category-exclusivity
- Logo on Walk entry forms
- Log on participant Bandana's and Back Signs
- Company information sheets placed in all walk packet
- Stage and On-Event signage
- Recognition from stage
- On-Event activation and lead generation opportunities
- Right to build local and/or national teams, promotions, marketing materials
- Twelve Complimentary Walk Entries
- Inclusion in all advertising and promotions (244,000 impressions)
- Inclusion in Morris Animal Foundation PR efforts
- Inclusion on morriscanimalfoundation.com and walk site
- Inclusion in Morris Animal Foundation Social Media communications
- Cause program opportunity
- Four invitations for MAF Annual Celebration

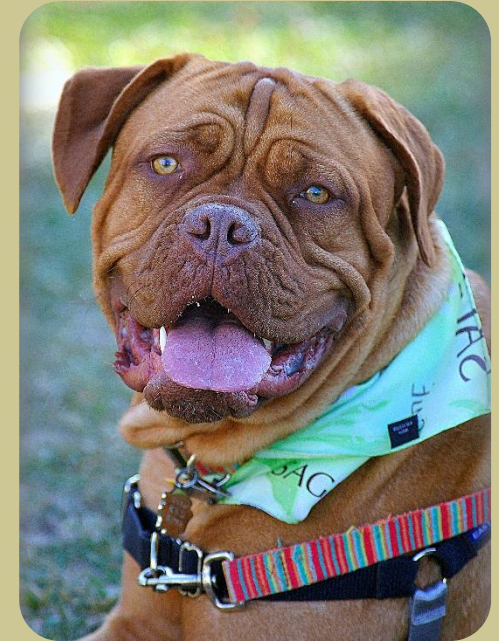


Sponsorship fee:
\$40,000



National Major Sponsor

- Logo on Walk entry forms
- Company information sheets placed in all walk packet
- On-Event signage
- Recognition from stage
- On-Event activation and lead generation opportunities
- Right to build local and/or national teams, promotions, marketing materials
- Six Complimentary Walk entries
- Inclusion in all advertising and promotions (244,000 impressions)
- Inclusion in Morris Animal Foundation PR efforts
- Inclusion on morriscanimalfoundation.com and walk site
- Inclusion in Morris Animal Foundation Social Media communications
- Cause program opportunity



*Sponsorship fee:
\$25,000*



National Major Sponsor

- Name on Walk entry forms
- Company information sheets placed in all walk packet
- On-Event signage
- Recognition from stage
- On-Event activation and lead generation opportunities
- Right to build local and/or national teams, promotions, marketing materials
- Four Complimentary entries
- Inclusion in select advertising and promotions
- Inclusion in Morris Animal Foundation PR efforts
- Inclusion on morriscanalfoundation.com and walk site
- Inclusion in select Morris Animal Foundation Social Media communications
- Cause program opportunity



*Sponsorship fee:
\$10,000*



Specialization slide

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K9 CANCER WALK BENEFITS	PRESENTING	MAJOR	SUPPORTER
COMPANY INVESTMENT	\$40,000	\$25,000	\$10,000
Category Exclusivity	X		
Name on all collateral and promotions	X		
Walk Bandana's (2400)	X		
Back Signs (2400)	X		
Company information sheets placed in all walk packets (2400)	X	X	X
MEDIA			
Four promotional ads in walk states (total circulation of 217,072)	X		
6 Thank you ads in local newspapers (total circulation of 120,000)	X	X	
MORRIS COMMUNICATION			
Morris Web Site (758, 561 annual visits)	X	X	X
Walk Site/link to your company website	X	X	X
Social Media (165,000 fans)	36	20	10
WALKDAY RECOGNITION			
Banner at start line	X		
Banner along walk	2	1	1
Booth at Walk Day Exhibit/Sampling	X	X	X
Stage Sponsor w/signage	X		
Company verbal recognition from stage	X	X	X
HOSPITALITY			
Complimentary invitations to MAF Annual Celebration	X		
Complimentary Walk Entries	12	6	4

THANK YOU FOR JOINING US.

Together, we can change the course of veterinary medicine and make the world a brighter place for animals.

