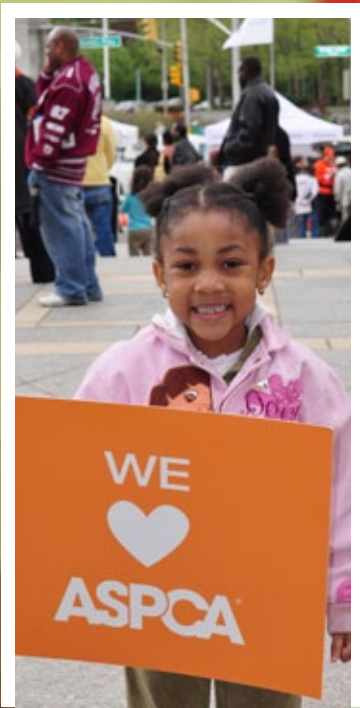


ASPCA



ASPCA[®] THE 2013 HUMANE AWARDS LUNCHEON

Recognizing animal heroes who have demonstrated extraordinary efforts and individuals who made a significant impact in the lives of animals.



THE 2013 HUMANE AWARDS LUNCHEON

The American Society for the Prevention of Cruelty of Animals (ASPCA) is pleased to announce several new Corporate Sponsorship opportunities surrounding our Annual Humane Awards Luncheon. This awards luncheon recognizes animal heroes that have demonstrated extraordinary efforts, as well as individuals who made a significant impact in the lives of animals during the past year. The ASPCA Humane Awards are given in five distinct categories, each identified for their unique contribution to their community. The 2013 ASPCA Humane Awards Luncheon, hosted by NBC news anchor, Chuck Scarborough, will be held on Thursday, November 21, 2013 at Cipriani 42nd Street, one of New York City's most distinguished and renowned venues.

Partnering with the ASPCA will provide your company with a wonderful opportunity to market its brand and products to an affluent and compassionate audience of over 500 of New York's most fervent animal lovers. Past ASPCA Humane Award honorees include high-profile individuals such as Ellen DeGeneres, Russell Simmons, Ric O'Barry, Chuck Scarborough, Jane Goodall, Jill Rappaport, and Sam Simon.

The 2013 Humane Awards Luncheon
We anticipate coverage of the event by:
*New York Daily News,
New York Post, New York Times,
Women's Wear Daily,
New York Magazine,
Avenue Magazine,
Quest Magazine, USA Today,
Hampton Sheet,
Associated Press,
People Magazine,
Gotham Magazine,
Hamptons Magazine,
amNew York, Metro NY,
Town & Country,
NewYorkSocialDiary.com,
ASPCA Action and
both local and national
broadcast news outlets.*

THE HUMANE AWARDS

The Humane Awards Luncheon provides the ASPCA with a forum to recognize those individuals who have demonstrated an extraordinary commitment and compassion for animals. The luncheon is our way of recognizing the important role animals play in our lives, the significance of the human-animal bond, and the people who make animal welfare an integral part of their lives. Additionally, the luncheon allows the ASPCA to recognize those animals that have performed a heroic deed in the service of humans or other animals. **ASPCA Humane Awards are given in five distinct categories.**

THIS YEAR'S AWARDS INCLUDE:

ASPCA DOG OF THE YEAR

For a dog who has performed a heroic act in the past year;

ASPCA CAT OF THE YEAR

For a cat who has performed a heroic act in the past year;

ASPCA "TOMMY P. MONAHAN" KID OF THE YEAR

For a child aged 14 or under who has rescued an animal or helps make the world a kinder place for animals;

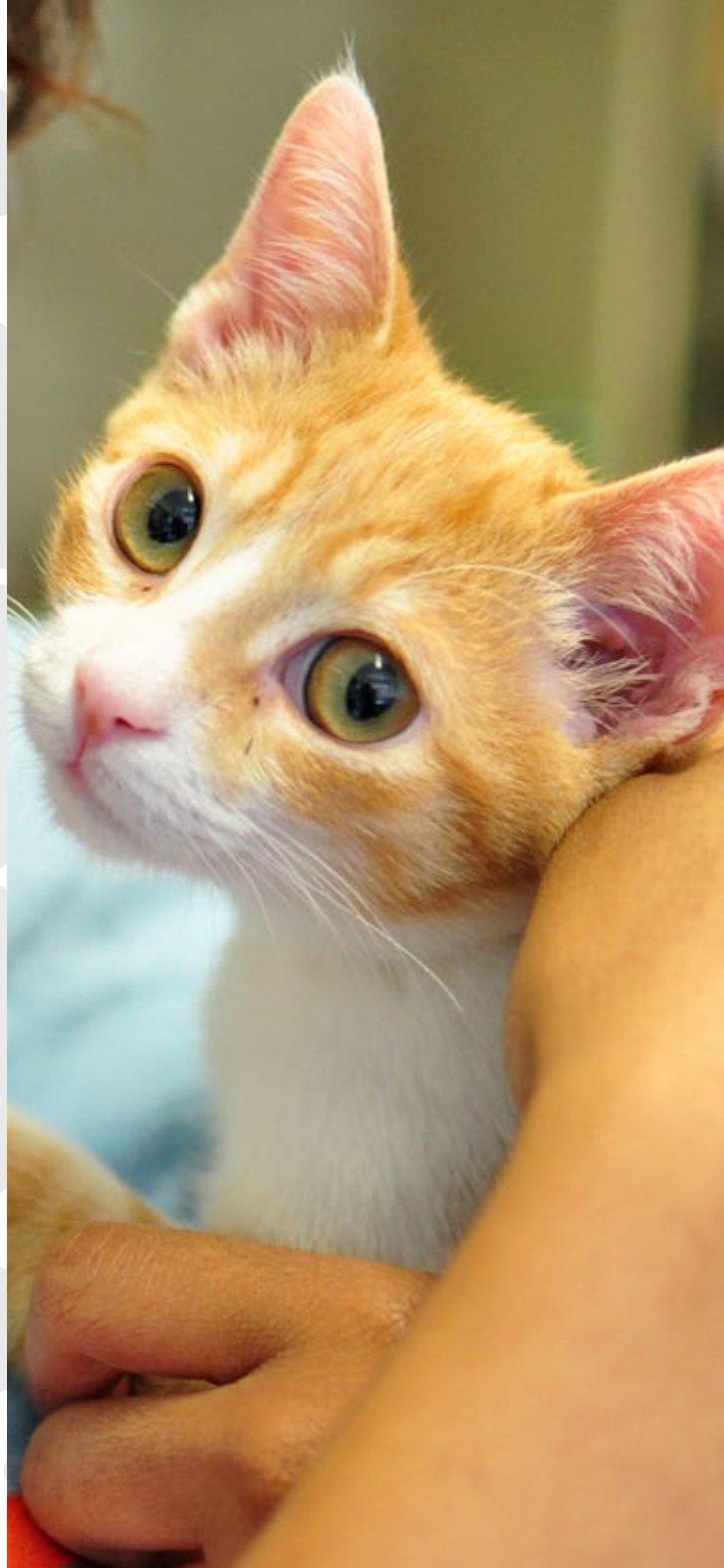
ASPCA PUBLIC SERVICE AWARD

(Firefighters, Law Enforcement Officers, Military Officers, Etc.)

For a public service officer who has made a heroic effort to save an animal's life in the past year or has demonstrated a commitment to animal safety throughout his or her career; and

ASPCA LIFETIME ACHIEVEMENT AWARD

The Lifetime Achievement Award recognizes an individual who, during the course of his/her life, has exhibited impeccable leadership, sensitivity, and dedication to animal welfare. The recipient has demonstrated a lifetime of passion and commitment to the cause, and has spent their life working towards a common goal for the good of all animals.



Chuck and Ellen Scarborough



Isaac Mizrahi and Linda Lambert

\$25,000 SPONSORSHIP BENEFITS

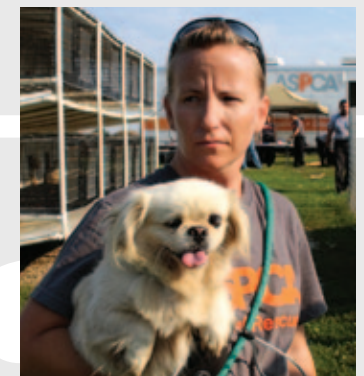
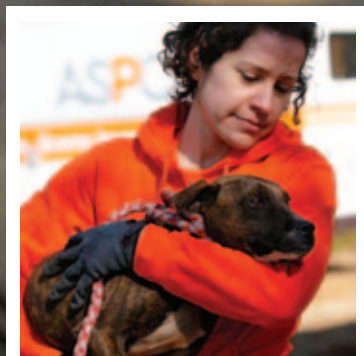
- Naming Opportunity: tagline of award to be supported by your company name
- Logo/Name inclusion on all printed materials
 - Company logo inclusion on ASPCA event webpage*
 - Company logo on all relevant award nomination collateral*
 - Company name included on solicitation mailing (approx. 400 impressions)*
 - Company name displayed in luncheon invitation (approx. 2,000 impressions)*
 - Company name recognition in luncheon program*
- Opportunity to serve on the Humane Awards selection committee
- Prominent table of ten at the Humane Awards Luncheon
- Podium recognition at luncheon
- Company name included on award
- VIP photo opportunities with award recipient
- Logo/Name inclusion in Humane Awards Luncheon related Facebook/Twitter posts
- Logo/Name inclusion on local and national press materials and public service announcements
- Recognition in the ASPCA's Annual Report (approx. 10,000 impressions)
- Industry exclusivity and right of first refusal for the following year



COMPANY SPONSORSHIPS ARE \$25,000 PER AWARD

We welcome your further exploration of a mutually beneficial partnership — including which award would be most of interest for sponsorship — and would be glad to entertain your comments and questions.





As evidenced by leading market indicators, corporate sponsorships provide an opportunity for corporate partners to strengthen their brand, cultivate new and existing clients, improve client relationships, and improve employee morale.

ASPCA® A BRIEF OVERVIEW

New York diplomat and philanthropist Henry Bergh founded the ASPCA in 1866 on the belief that animals deserve kind and respectful treatment at the hands of humans and protection under the law. As the first humane organization established in the Americas, and the first to be given legal authority to enforce anti-cruelty laws, our mission for over 145 years has been “to provide effective means for the prevention of cruelty to animals throughout the United States.” Today, the ASPCA boasts more than two million supporters from across the United States, all with the common goal of alleviating the injustices animals face each day.

The ASPCA fulfills its mission by providing local and national leadership in animal adoption, shelter management, veterinary medicine, animal behavior, animal assisted therapy, animal poison control, anti-cruelty law and enforcement, and humane education. We remain wholly committed to improving the lives of animals through progressive and strategic methods that effect lasting change. With every animal we rescue and every abuser we bring to justice, we move one step closer to the day when no animal suffers senseless pain or neglect and every adoptable pet finds a permanent, loving home.

ASPCA HIGHLIGHTS

Anti-Cruelty Group

Each year animals across the country are victims of animals abuse, neglect and mistreatment. Through critical funds raised through the Humane Awards Luncheon, we can continue to support the ASPCA's Anti-Cruelty programs, including the Field Investigations & Response (FIR) team, Humane Law Enforcement, Forensic Investigation, "Puppy Mill" investigation and much more.

In 2011, the FIR Team assisted 33,459 animals in need, rescued 6,124 animals, and consulted on 115 cruelty cases involving puppy mills, hoarders, animal fighting and single acts of abuse and/or neglect. From April through August, the FIR Team responded to 15 natural disasters in Arkansas, Alabama, Tennessee, Missouri, Mississippi, North Dakota and New York.

Animal Health Services

The ASPCA's Animal Poison Control Center (APCC), the nation's leading animal poison-control facility, is open 24 hours a day, seven days a week, for pet poison emergencies and to conduct expert toxicology research. The Bergh Memorial Animal Hospital provides companion animals with state-of-the-art medical care—from ultrasound and digital radiology to surgeries performed by board-certified specialists. In 2011, the ASPCA's National Spay/Neuter Project helped establish high-quality, high-volume spay/neuter clinics in Arizona, Colorado, Missouri and New Mexico.

In 2011, the ASPCA's renowned Bergh Memorial Animal Hospital responded to 4,909 emergencies, an increase of seven percent over the previous year, and, through the Trooper Fund, provided lifesaving health care to 1,560 needy pets – an increase of 16 percent over 2010.

Community Outreach

The ASPCA works in cooperation with a variety of community partners—including local and regional shelters, pet parents, governments and veterinarians—to advance efforts to reunite companion animals with their families, increase adoption rates, fine-tune shelter and rescue best practices, and steadily improve veterinary medicine with the express purpose of saving more animals' lives. In 2011, the ASPCA launched an Animal Relocation Initiative to better assure that displaced animals, many of whom were the victims of natural disasters, found new homes. Since 2007, the ASPCA has also lent financial support, expertise and on the ground support to communities large and small throughout the country in an effort to save the lives of at-risk animals.

In 2011, the ASPCA's Adoption Center found homes for 3,360 cats and dogs. Throughout the year, the Adoption Center took in 1,591 animals from Animal Care & Control of NYC, many of whom were at risk of euthanasia.





FOR FURTHER INFORMATION ON
SPONSORSHIP OPPORTUNITIES
FOR THE 2013 ASPCA® HUMANE
AWARDS, PLEASE CONTACT:

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ASPCA® Please Make Pet Adoption Your First Option®
and urge all those you know to do the same.

THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®

520 8TH AVENUE, 7TH FLOOR NEW YORK, NY 10018 WWW.ASPCA.ORG

*The contents of this proposal are privileged and confidential and are intended only for the use or uses described within.

**The ASPCA, is a 501(c) (3) organization as described in Section 170(b)(1)(a)(vi) of the Internal Revenue Code. The amount of any sponsorship payment that qualifies as a charitable contribution is limited to the excess of the amount of any money, and the value of any property other than money, contributed by the donor over the value of the goods and services provided by the organization.