

New Leash On Life Presents:

# NUTS <sup>for</sup> MUTTS

7th Annual Dog Show 2008



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New Leash On Life Mission Statment:  
To save the lives of homeless animals and make  
a difference difference in the lives of people.

## EVENT DETAILS

The Nuts for Mutts Dog Show and Pet Fair is the single most successful and well known pet marketing campaign in Los Angeles and 2008 marks its 7th year anniversary. Previously the event has included celebrity attendees such as Allison Janney (*Juno & The West Wing*), Eric Roberts (*Heroes & Runaway Train*), Lisa Edelstein (*House*), Samantha Mathis (*Punisher*), Goran Visnjic (*ER*), Debra Wilson Skelton (*Mad TV*) and Wayne Knight (*Seinfeld*). Nuts for Mutts is a series of competitions showcasing common but incredible dogs. Competitors will participate in the following family friendly events 'Cutest Puppy', 'Best Physically Challenged', and 'Best Kisser'. Over 500 dogs compete in these fun categories, all hoping to make it to the 'Best In Show' round and to be named Muttt of the Year.

The Nuts for Mutts Dog Show and Pet Fair provides great family entertainment and has proven broad based emotional appeal among all demographics. The event draws 10,000 dog loving locals and out-of-state visitors. There are over 80 pet related vendors and kid activities and we already have over 150 silent auction items. Additionally, New Leash On Life will be hosting a large Mobile Pet Adoption.

The event generates phenomenal media coverage and has included television, print, radio and online national media outlets such as **MSNBC, Entertainment Tonight, The Insider, Animal Planet, US Weekly, inTouch Weekly, Star Magazine** and regional media outlets such as **Fox, ABC, CBS, NBC, KTLA, the LA Times, 98.7FM** and **94.7 The Wave**. All sponsors will receive numerous television benefits, on-line content and venue branding at Nuts For Mutts.



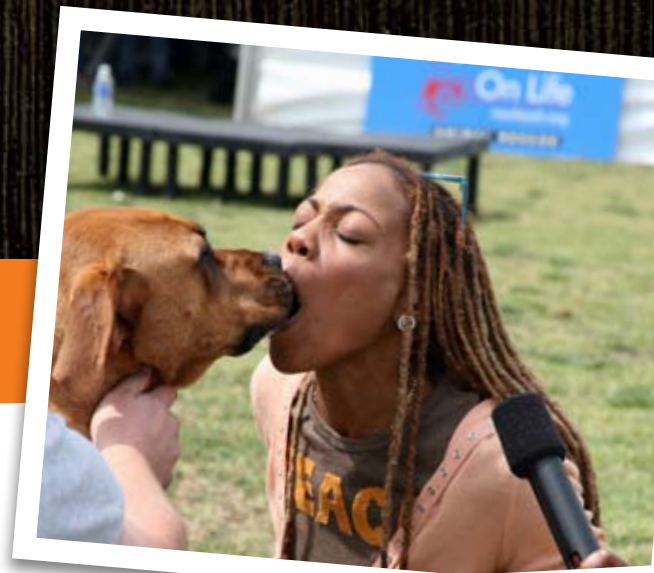
## EVENT DETAILS

2008 will again bring out our celebrity supporters. This year we are excited to have Santino Rice of Project Runway design a Nuts For Mutts special edition T-shirt for both Mutts and attendees. Nuts for Mutts benefits New Leash On Life Animal Rescue's Education, Rehabilitation and Adoption efforts. The event raises awareness on the value of the "Mutt" while providing much needed funds for New Leash On Life.

For more information on New Leash On Life, please visit [www.NewLeash.org](http://www.NewLeash.org)

### 2008 Nuts for Mutts show categories

- Cutest Puppy
- Most Beautiful (females)/  
Most Handsome (males)
- Best Senior
- Best...LAB Mix – Shepherd Mix –  
Pit Bull Mix – Terrier
- Mix – Chihuahua Mix
- Friendliest Dog
- Best Physically Challenged
- Fastest Mutt
- Mystery Mutt
- Most Ear-ristible Ears
- Best Kisser
- Most Obedient
- Best Dressed
- Best Coat
- Best Wag
- Fastest Eater
- Most Toy/Ball Crazy
- Most Vocal
- Best Trick
- Best Eyes
- Best Smile
- Perfect Mix
- Cutest Mutt Couple
- Best in Show



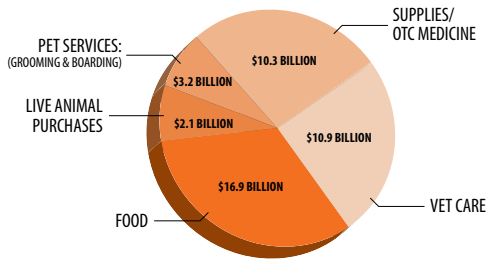


## DEMOGRAPHICS & STATISTICS

Today's wide spread popularity of dog events is a direct reflection of the growth in consumer spending trends over the past several years. According to America Pet Products Manufacturers Association and their 2007-2008 National Pet Owners

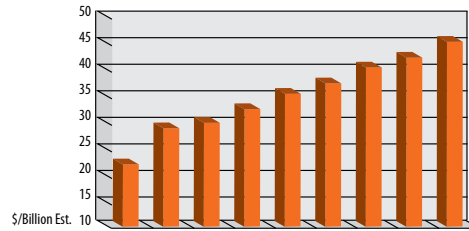
### Survey

- 63% of U.S. households own a pet (71.1 million homes).
- 40% of U.S. households own a dog (44.8 million homes)
- There are 74.8 million pet dogs in the U.S.
- 40.8 billion was spent on pets in the U.S. in 2007, representing a consistent growth pattern in the industry



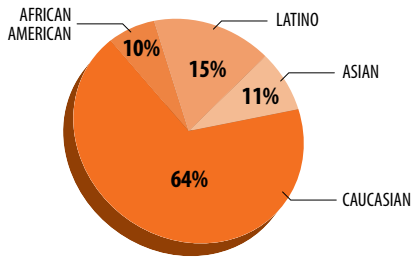
**ESTIMATED 2008 PET-RELATED SALES IN THE U.S. MARKET\***

For 2008, it estimated that \$43.4 billion will be spent on our pets in the U.S.

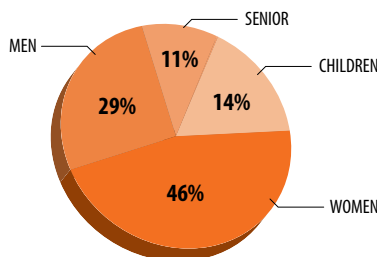


**TOTAL U.S. PET INDUSTRY EXPENDITURES\***

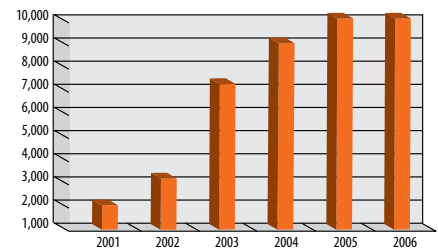
## EVENT STATISTIC INFORMATION



**RACIAL BREAKDOWN OF ATTENDEES**



**AGE/GENDER BREAKDOWN OF ATTENDEES**



**NUTS FOR MUTTS SHOW ATTENDANCE**

\*American Pet Products Manufacturers Association



## Benefits To You

- Reach your key demographic through inclusion in Nuts For Mutts 10 week promotional campaign
- Title sponsor receives national press exposure
- Receive product and/or brand exclusivity
- Reach over 11,000 National subscribers of New Leash On Life Newsletter

The title sponsor will receive the additional benefit of series naming rights, and the potential non-exclusive right to live on-line video streaming to its preferred web site.

## Sponsorship Levels

	Bronze	Silver	Gold	Platinum	Title
Event title to include sponsor name. (i.e.: New Leash On Life & Your Company present: Nuts for Mutts 7th Annual Dog Show and Pet Fair).					●
Website banner with link to sponsor's website reaching an average of 5,000 people weekly.					●
Step and Repeat with corporate logo for celebrity photo opportunities.					●
News and media alerts, press releases and interviews will include company as headline sponsor.					●
Sponsors logo to be included in event banner placed on celebrity judges' stage and/or in green room.					●
Product placement or giveaway available for winners and or contestants of final rounds, details to be arranged with sponsor.					●
First rights of refusal to participate as Diamond Sponsor for Nuts for Mutts Los Angeles 2009 (Terms TBD and agreed upon at that time).					●
Sponsor logo on event T-shirt, contestant bibs & event shopping bag.				●	●
One (1) sponsor banner (supplied by sponsor, size to be discussed) placed at entrance of fair.				●	
Two (2) sponsor banner located in one (1) qualifying ring of choice. (two qualifying rings total).				●	
Product placement or giveaway available for winners and/or contestants of the qualifying rounds.				●	
Sponsor name used in all print material.			●	●	●
Placement of one (1) banner to be placed in one of the following locations: Food Court, NLOL Adoption area, Silent Auction, Volunteer Booth, Rovers Rest Stop 1 or 2.			●		
Sponsor logo on event T-shirt, and event shopping bag.		●	●		
Sponsor logo on Nuts 4 Mutts event website & Flyer.		●	●	●	●
Sponsor banner in one qualifying show ring.	●				
<b>Ticket &amp; Booth Details</b>					
Both Size		10'x10'	10'x10'	10'x10' (E) 10'x10' (I)	20'x20'
VIP Tickets		2	2	2	20
Celebrity Green Room Passes					20

If you are interested in becoming a sponsor, please contact [pr@nutsformutts.org](mailto:pr@nutsformutts.org).

