



No More Homeless Pets® Atlanta presents

Lint Roller Party®

Glitz! Glamour! Pet Hair!



June 18, 2005 • Atlanta, GA

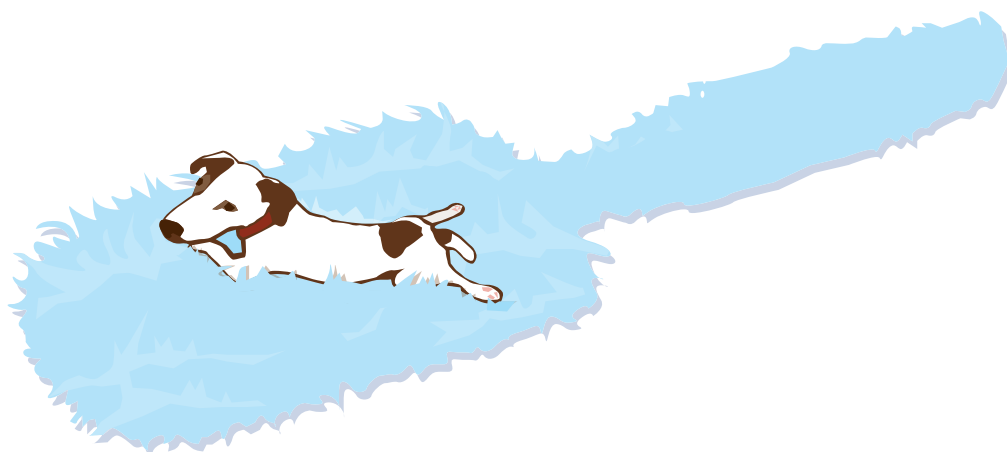


For additional information, please contact: Ashley Miller
Phone: 404.230.9556 • Email: aftermidnight@mindspring.com



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Event Fact Sheet

When June 18, 2005, from 7:00 to 11:00pm

Description The party animals will be out in full force at the Lint Roller Party, a benefit for No More Homeless Pets Atlanta. More than 500 people and many canine companions are expected to attend the event which kicks off at 7:00 pm at WAG-A-LOT's new location at 1456 Northside Drive. Individual tickets are \$50.00, and a table of 10 is \$450.00. Tickets are available for sale by visiting AtlantaPets.org or by calling 404-292-8800 ext. 21. All money raised at the event will benefit No More Homeless Pets Atlanta, a grassroots campaign of Best Friends Animal Society.

The event promises plenty of fun for both dogs and their humans. Each dog will receive a stylish bow or dashing bowtie and will get to socialize in the V.I.C. (Very Important Canine) Lounge. The V.I.C. Lounge will feature doggie grooming, doggie pedicures, and a booth for commemorative photographs. To keep the dogs in top partying form, the lounge will be stocked with designer dog treats.

Location WAG-A-LOT's new location at 1456 Northside Drive.

WAG-A-LOT is celebrating their 42nd dog year in business by unleashing a second location at 1456 Northside Drive, one mile south of I-75 in Atlanta. This 22,000 sq. ft. theme park for dogs boasts expansive creative play space, water falls, Zen rooms, massage, spacious boarding, professional grooming, unique retail, self serve dog wash, dog adoptions, birthday parties, WAG cams and then some. For more information about WAG-A-LOT, please visit on the web at WagALot.com or call 1-866-WAGALOT.

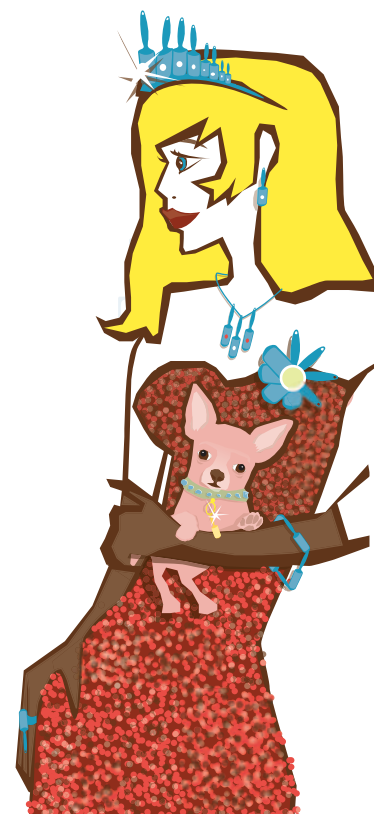
Ticket Prices Individual tickets are \$50.00, and a table of 10 is \$450.00. Advanced tickets are available for sale by visiting AtlantaPets.org or by calling 404-292-8800 ext. 21.

Live Entertainment There will be live entertainment. Various musical acts are currently being considered.

Food & Spirits A sumptuous vegetarian buffet, upscale spirits, fine wines and delicious desserts for humans will be provided by several of Atlanta's finest restaurants. Corazon Tequila de Agave will be providing ice sculptures and a margarita bar.

Silent Auction A unique silent auction that will include such items as trips and adventure getaways, spa days, restaurant certificates, art, photography, jewelry, pet portrait sittings, pet accessories and much, much more.

Gift Bag A great, off-beat gift bag filled with assorted products for guests and their pets.



No More Homeless Pets Atlanta

No More Homeless Pets Atlanta is a grassroots campaign to stop the killing of homeless animals as a means of population control. In addition to operating a low cost, high quality spay and neuter clinic, the campaign supports the efforts of local rescue groups and shelters by promoting pet adoption, spay/neuter programs, and public awareness.

Statistics gathered from the 20 metro Atlanta counties indicate that nearly 90,000 dogs and cats are killed in Atlanta area shelters each year, which translates to an animal being euthanized or killed approximately every six minutes. The Lint Roller Party is an important fundraising component of No More Homeless Pets Atlanta, a grassroots campaign to end the euthanasia of healthy, adoptable pets in the Atlanta area. Lint Roller Parties are also part of Best Friends' campaigns in Los Angeles and Salt Lake City.

No More Homeless Pets Atlanta is a program of Best Friends Animal Society and Lifeline Animal Project, an Atlanta non-profit organization working on collaborative solutions to Atlanta's pet overpopulation problem. Located in Kanab, Utah, Best Friends Animal Society is the nation's largest no-kill animal sanctuary and spearheads the national No More Homeless Pets campaign. For more information, please visit AtlantaPets.org or call 404-292-8800.



www.AtlantaPets.org



**No
More
Homeless
Pets
Atlanta**

P.O. Box 15466
Atlanta, GA 30333
Tel: (404) 292-8800
www.AtlantaPets.org

A Grassroots
Campaign of



Best Friends
ANIMAL SOCIETY



**Lifeline
Animal
Project**

Best Friends Animal Society

- Founded in 1986, Best Friends Animal Society operates the nation's largest "no kill" sanctuary for abandoned and abused animals on 3,000 spectacular acres in Southern Utah.
- Leader of the "No More Homeless Pets" national campaign and organizer of "No More Homeless Pets" conferences around the country, Best Friends brings together experts and innovators to mobilize grassroots organizations in the building of "no-kill" communities.
- As the lead organization of "No More Homeless Pets in Utah," Best Friends spearheads the first statewide coalition of animal welfare organizations, currently on track to make Utah the first "no-kill" state.
- In 2004, Best Friends launched "No More Homeless Pets Atlanta" as a part of a national campaign offering strategic resources to local grassroots organizations.
- With support from Best Friends, over 23,000 animals were spayed or neutered in 2003 through various programs.
- Over 250,000+ loyal members nationwide share in Best Friends' mission of No More Homeless Pets.
- Published by Best Friends Animal Society, *Best Friends Magazine* is the nation's largest circulation general interest animal magazine.
- Each year over 20,000 people visit the sanctuary to tour the facilities and volunteer their time and services. Not surprisingly, many go home with a new addition to their families!



Best Friends
ANIMAL SOCIETY

www.BestFriends.org





Media Partnerships

The Lint Roller Party is planning on several partnerships and ad trade agreements with publications such as:

Atlanta Intown

Atlanta Journal-Constitution

Atlanta Magazine

Best Friends Magazine

Creative Loafing

Home Improvement Magazine

InSite

Jezebel Magazine

Piedmont Review

Porch Press

Southern Voice

The Story

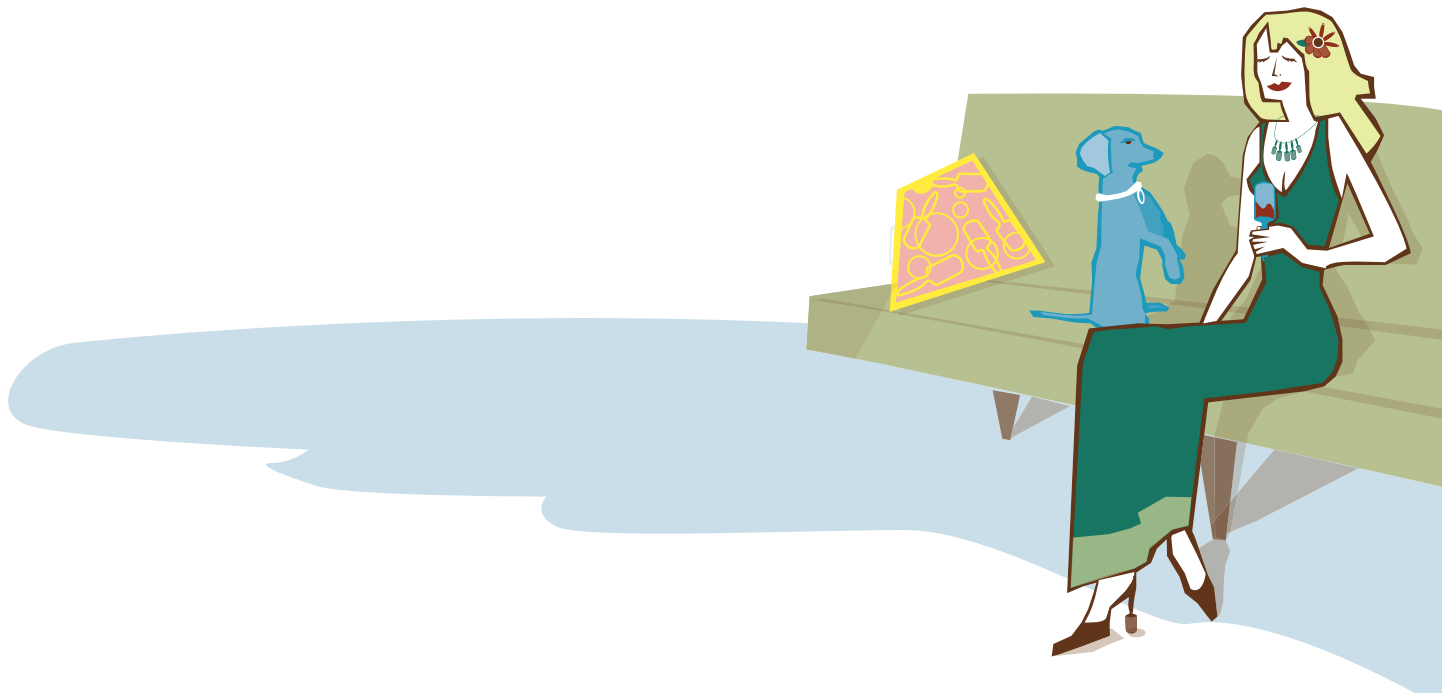
The Sunday Paper

Think Magazine



Sponsorship Benefits

- Reach thousands of Atlanta's consumers through inclusion in the Lint Roller Party's extensive marketing, advertising and public relations campaign
- Receive brand and/or category exclusivity
- Reach over 250,000+ national subscribers of *Best Friends Magazine*
- Put your brand in front of a select group of 500 VIPs, animal lovers and celebrities
- Receive brand association with Best Friends Animal Society
- Send a "feel-good" message to the Atlanta community



Sponsorship Levels



The Lint Roller - Presenting Sponsor

- “Presented By” placement on all invitations and promotional materials
- Brand and/or category exclusivity
- Prominent placement in radio spots and all print advertising
- 20 event tickets for employee, client, vendor or distributor incentives (includes two reserved tables)
- One B&W full-page ad, with premium placement, in event program
- Inclusion on event banner for photo opportunities and media interviews
- Product placement at event (if applicable) and one company banner
- Inclusion in public relations campaign
- One half-page, 4-color ad in *Best Friends’* Magazine (250,000+ national circulation)
- Your product and/or literature inserted into all 500 guest gift bags
- Company hotlink on www.AtlantaPets.org, the official website of No More Homeless Pets Atlanta

Sponsorship Fee: \$10,000

Sponsorship Levels

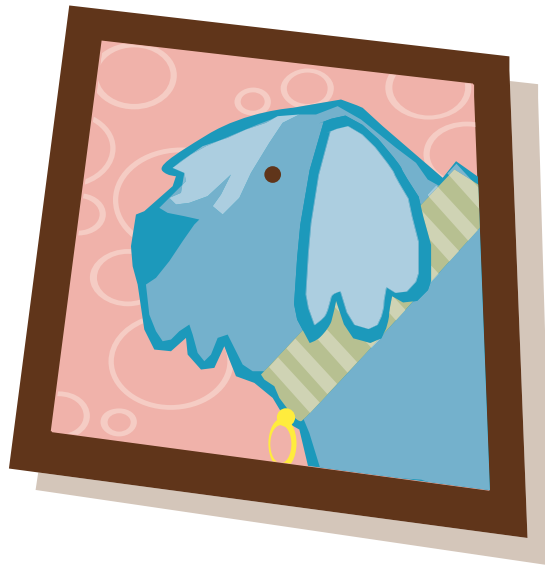


The High Roller

- Corporate name and logo in all print advertising
- Brand and/or category exclusivity
- 20 event tickets (includes two reserved tables)
- One full-page, B&W ad, with premium placement, in event program
- Product placement at event (if applicable) and one company banner
- Inclusion in public relations campaign
- Quarter-page, 4-color ad in *Best Friends' Magazine* (250,000+ national circulation)
- Your product and/or literature inserted into all 500 guest gift bags
- Company hotlink on www.AtlantaPets.org, the official website of No More Homeless Pets Atlanta

Sponsorship Fee: \$7,500

Sponsorship Levels



The Steam Roller

- Corporate name and logo in all print advertising
- Brand and/or category exclusivity
- 10 event tickets (includes one reserved table)
- One B&W, full-page ad in event program
- Product placement at event (if applicable)
- Inclusion in public relations campaign
- Your product and/or literature inserted into all 500 guest gift bags
- Company hotlink on www.AtlantaPets.org, the official website of No More Homeless Pets Atlanta

Sponsorship Fee: \$5,000

***To create your exclusive Lint Roller Party Sponsorship,
please contact Ashley Miller at 404.230.9556 or aftermidnight@mindspring.com***

Corporate Packages

Lint Roller Party Patron\$2,000

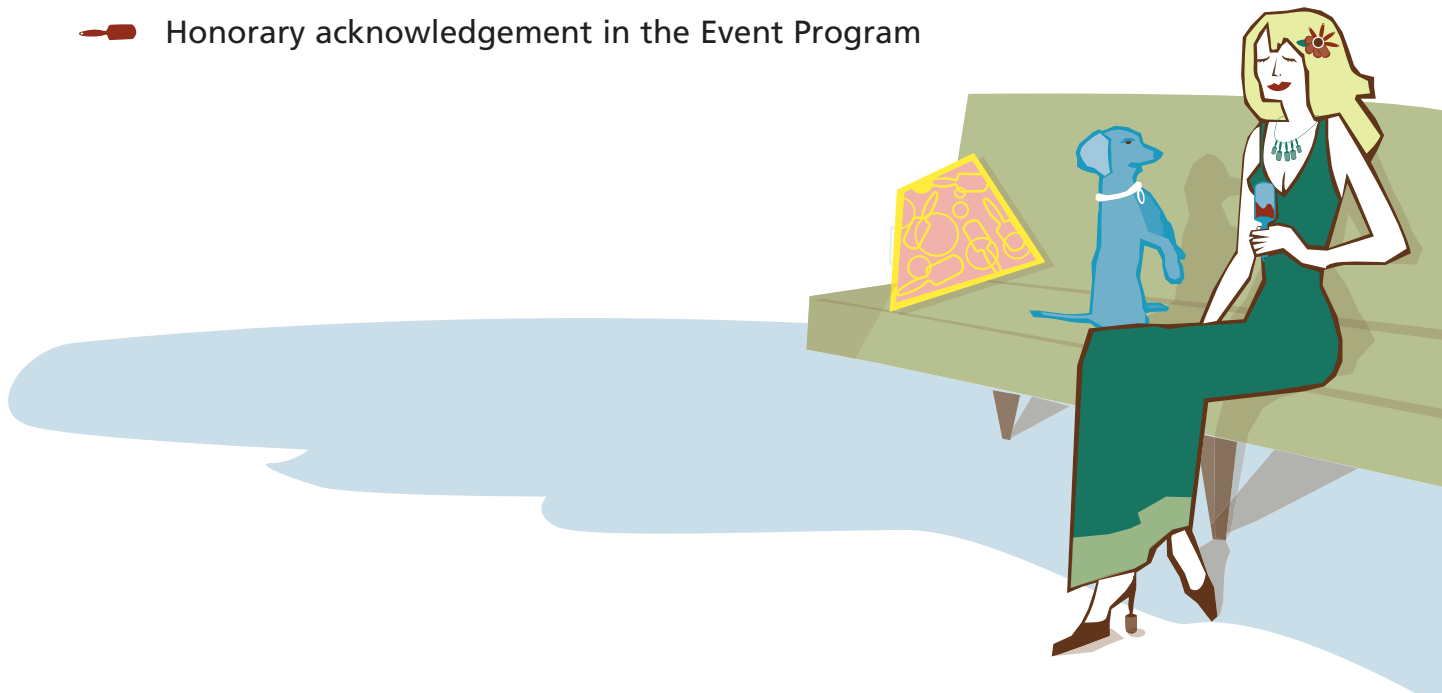
- 10 tickets to the Lint Roller Party
- Full-page ad in the Event Program
- Honorary acknowledgement in the Event Program
- Logo placement on AtlantaPets.org, the official website of No More Homeless Pets Atlanta

Lint Roller Party Friend.....\$1,000

- Six tickets to the Lint Roller Party
- Half-page ad in the Event Program
- Honorary acknowledgement in the Event Program
- Logo placement on AtlantaPets.org, the official website of No More Homeless Pets Atlanta

Lint Roller Party Supporter\$500

- Two tickets to the Lint Roller Party
- Quarter-page ad in the Event Program
- Honorary acknowledgement in the Event Program



Event Program Advertising Opportunities

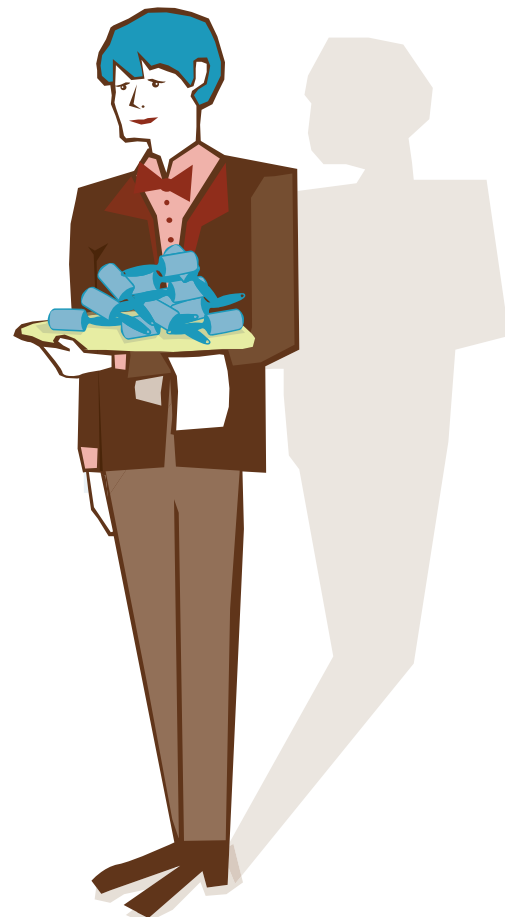
The Lint Roller Event Program offers an unique way for advertisers to reach their consumer base. The program will be handed out at the event to every attendee. The program is 5.5"x8.5" and is B&W. We offer full, half and business card size ads. See below for the pricing.

If you have any questions about ad placement, please contact Ashley Miller at (404) 230-9556. The deadline for ad placement is **May 20, 2005**. Ads must be delivered either on: CD; emailed to aftermidnight@mindspring.com; or uploaded to Whalemail.com (instructions provided on downloadable form below). Any file larger than 1mb in size will need to be uploaded.

Please mail ads on CD to:

Ashley Miller
c/o After Midnight Design
1065 Spring Street NW
Atlanta, GA 30309

Please see page 13 for the specific Event Program Ad Specs.



Full Page Ad:

8.5" tall
x 5.5" wide

\$800

Half Page Ad is:

4.25" tall x
5.5" wide

\$400

Business Card Ad is:

2.125" tall x
2.75" wide

\$200

Event Program Advertising Opportunities

**Deadline for ad artwork is:
May 20, 2005**

All ads must be delivered to:

After Midnight Design • 1065 Spring Street NW • Atlanta, GA 30309
404.230.9556 • aftermidnight@mindspring.com

FILE REQUIREMENTS / AD SPECS FOR EVENT PROGRAM

All ads submitted for placement in the **Lint Roller Party Event Program** must be delivered following these requirements:

1. **Macintosh Format** is preferred but not required.
2. Ads must be created in one of the following programs: **Quark XPress, Photoshop, Illustrator or Freehand.**
High res PDF files are acceptable.
3. Ads must be delivered on: **CD**; emailed to **aftermidnight@mindspring.com**; or uploaded to **Whalemail.com**. Please read instructions below to upload files. Any file larger than 1mb in size will need to be uploaded.

To upload your files to Whalemail.com, please follow these instructions:

- 1) If possible, please stuff or Zip files.
- 2) Go to: <http://www.whalemail.com/>
- 3) Where it says USER LOGIN, please type in:
USERNAME: amiller
PASSWORD: amdesign
Then click on LOGIN
- 4) Click on button that says UPLOAD FILE.
- 5) Click on button that says BROWSE and select the file you wish to send and click OPEN.

If sending multiple files, please repeat by selecting the next BROWSE button.

- 6) Click the UPLOAD button.
- 7) An UPLOAD PROCESS window will open. Please do not close. When the file has been successfully uploaded, the window will automatically close.
- 8) Select the files you wish to send by checking the appropriate box. Click on the SEND SELECTED FILES button.
- 9) Please check the box next to my name, type any notes necessary and click on the SEND FILES button, and you are finished.

4. **All ads are B/W.** Please add 1/4" bleed on all ads that bleed and keep live area 1/2" from trim dimensions.
5. Please include all **support files** and **fonts (screen and printer)** on disk. Fonts will be used to output your job and will not be copied. All Photoshop files must be **300 dpi**.

Full Page Ad:

**8.5" tall
x 5.5" wide**

\$800

**Half Page
Ad is:**

**4.25" tall x
5.5" wide**

\$400

**Business Card
Ad is:**

**2.125" tall x
2.75" wide**

\$200

Silent Auction Donation Information

A unique silent auction will add to the evening's entertainment. The Silent Auction will include such items as: trips and adventure getaways, spa days, pet portrait sittings, restaurant certificates, art, photography, jewelry, pet accessories and much, much more.

Silent Auction Donations

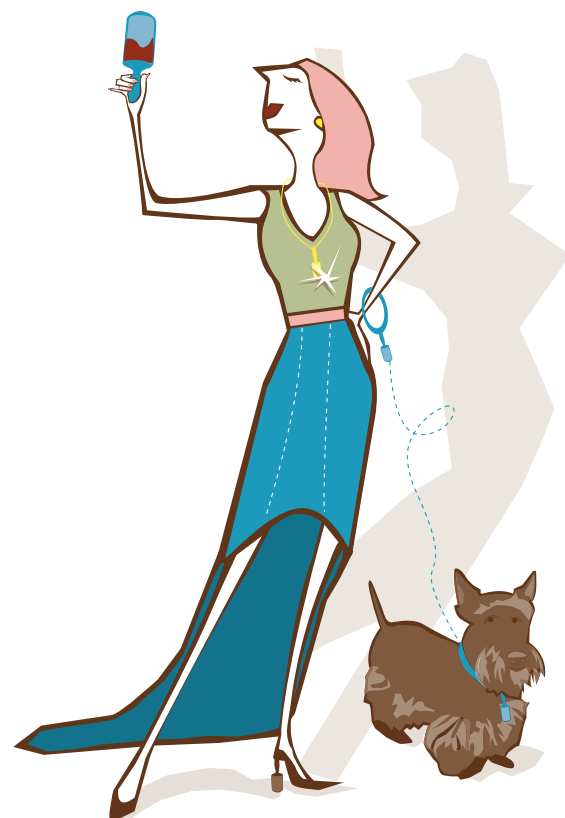
If you can provide an item for the Lint Roller Silent Auction, we can turn it into funding for the animals. Here are some of the things that have been particularly popular at previous auctions:

- Sports memorabilia
- Gift certificates to spa days
- Gift certificates to restaurants
- Gift certificates to hotels
- Travel Items/Packages
- High-end or hard-to-find items
- Gift Baskets filled with products
- Sporting event tickets/packages
- Art (photographs, paintings, sculpture, etc.)
- Dog care package (can contain items such as toys, grooming items, treats, etc.)
- Jewelry

If you have something you wish to donate to the silent auction, please contact Tammy Shu at (404) 292-8800 ext. 21. The items will need to be delivered no later than **June 3, 2005**. Please deliver to:

No More Homeless Pets Atlanta
Attn: Tammy Shu
129 Lake Street
Avondale Estates, GA 30002

Donations are tax deductible as allowed by law. Best Friends Animal Society is a tax-exempt charity as per IRS code 501(c) (3).



Gift Bag Donations

A great, off-beat gift bag filled with assorted high-end products for guests and their pets.

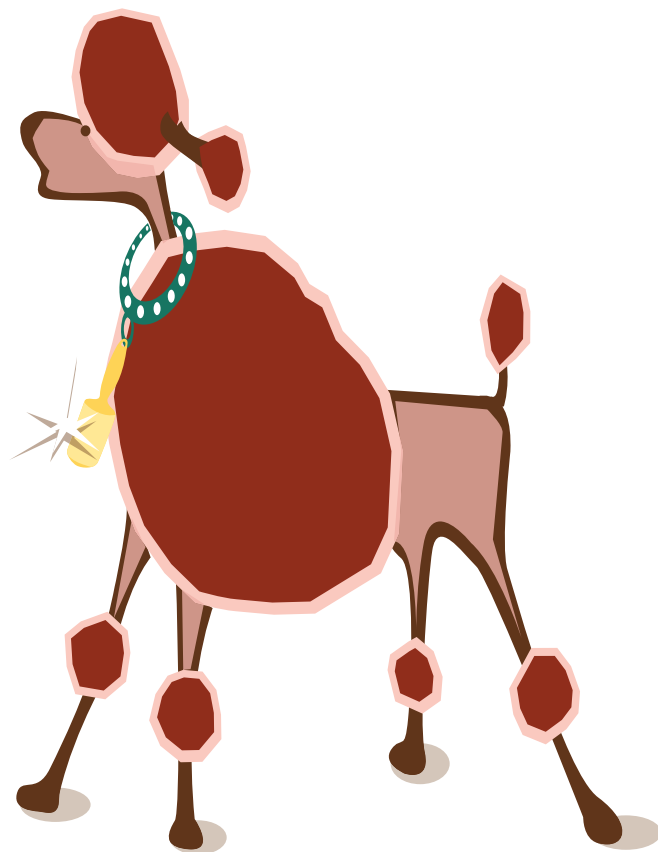
Items that have been included in the past are:

- Sample products
- Compact discs
- Coupons
- Dog treats and toys
- Restaurant coupons
- Business cards
- Brochures

If you have something you wish to place into the Gift Bag, please contact Tammy Shu at (404) 292-8800 ext. 21. Please provide 500 items for insertion into the Gift Bags. The items will need to be delivered no later than **June 3, 2005**. Please deliver to:

No More Homeless Pets Atlanta
Attn: Tammy Shu
129 Lake Street
Avondale Estates, GA 30002

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P.O. Box 15466 • Atlanta, GA 30333 • 404-292-8800

AtlantaPets.org