



## CHAIN OFF 2006 SPONSOR LETTER



Dogs Deserve Better, 2003 First Place Winner of the ASPCA/Chase Pet Protector Award, is a voice for chained and penned dogs, whose sadness speaks only through the eyes. As the days become years, many of these dogs sit, lay, eat, and defecate within the same 10-foot radius. Chained by the neck, they exist without respect, love, exercise, social interaction, and sometimes even basic nourishment. They live as prisoners, yet long to be pets.

**Chaining is not only inhumane for dogs, but has taken a severe toll on this nation's children as well.** In the period from October 2003 through April 2006, there were at least 84 children killed or seriously injured by chained dogs across the country. Chained dogs, unsocialized with humans, can become very territorial of their tiny space, and any two year old who wanders into this space can be attacked and killed before adults can intervene. A recent attack in Missouri, March, 2006 left 3 year old Quillan Cottrell dead from head and neck wounds. **Quillan was attacked and killed by a young rottie who was chained in his uncle's garage.**



**Chained dog attacks on children have risen 4-fold nationwide in the month of April 2006** compared to attacks on children earlier this year, reports Mothers Against Dog Chaining, an initiative of Dogs Deserve Better. The group attributes the rise in attacks—from 2 in January to 8 in the month of April—to an increase in springtime play and outdoor activity by our nation's youth.

Tammy Grimes, founder of Dogs Deserve Better and leader of the Mothers Against Dog Chaining initiative, urges all parents to socialize their dogs with children. "I am very alarmed by the increase in attacks in the month of April, and these are just the attacks serious enough to make headlines. **I cannot help but wonder how many attacks are going unlogged because they do not make local news.** In my hometown of Bellwood, Pennsylvania, I was called this week to help a young girl after she was chased by a rottweiler who'd broken free of his chain. Luckily a man was able to get between her and the dog to save her from physical harm. The first-grader is still traumatized and visibly shaken."



There are currently approximately 90 cities, counties, and states in the nation with laws banning or limiting chaining.

Dogs Deserve Better is searching for Sponsors for its Chain Off 2006 Contest, Breaking the Chain, to be held in/near Altoona, PA, beginning the week of July 1, 2006. We believe we will garner at least 15-25 pieces of national media exposure from this event, in addition to 25-50 pieces of local media exposure, which we estimate will bring a bare minimum of \$46,300 DOLLARS IN ADVERTISING VALUE in exchange. AND, your donation is tax deductible as we're a 501c3 organization!

In today's world of reality TV, our idea will spark great interest locally and nationally, because REAL people will compete to win the REAL prize of a New Car! The idea is as follows: 15 people, will sign on as contestants and compete to win the car by LIVING CHAINED TO A DOG-HOUSE for as long as possible, up to approximately 2 weeks. The player staying CHAINED THE LONGEST WILL WIN.

This will garner both great advertising for your company as well as great attention for this issue for our group. It is a win/win proposition! Depending on level of sponsorship, your logo could be on all event attire, which will be worn by all players as well as sold on t-shirts at the event. Your company will receive heavy promotional advertising, as well as garner you much national media attention. We will offer a fair like atmosphere, with bands, booths by area organizations, food, and activities for those coming to watch.

## LEVELS OF SPONSORSHIP:

### *Naming Rights Sponsor*

**Contest Named after Your Organization, Logo on ALL advertising, billboards, event materials and shirts, website, mentioned at each media interview, \$20,000**

### *Platinum Sponsor*

**Large banner at event, free booth duration of event, logo on all materials, web, \$3,000**

### *Gold Sponsor*

**Small banner at event, free booth duration of event, logo on sponsor board, web \$1,000**

### *Silver Sponsor*

**Name on Website and on Sponsor Board, \$100**

### *Booth at Event*

**Two days, \$250 Entire Event, \$500**

## TO SIGN ON, CONTACT:

**Helen Mueller, 814.942.2100 or Tammy S. Grimes/Rocky Shepheard, 814.941.7447  
P.O. Box 23, Tipton, PA 16684 • [dogsdeservebetter.org](http://dogsdeservebetter.org) • [tammy@dogsdeservebetter.org](mailto:tammy@dogsdeservebetter.org)**