



24PetWatch Public Microchip Clinic Sponsorship Request Form

As a benefit to our clients, 24PetWatch provides the opportunity to request sponsorship to support your public microchip clinic. Please review the information below, complete the request form in its entirety and then submit for approval to the email address provided.

For consideration you must:

- Submit your request at least 90 days in advance of your event
- Utilize PetPoint software
- Be in compliance with your PetPoint contract
- Include 24PetWatch in all marketing opportunities and promotion for the Microchip clinic.
- Have NOT already been provided sponsorship from 24PetWatch during this calendar year

Please indicate the type of event and level of support you are requesting by selecting the appropriate box and providing the information below.

Type of event:

- Special Event (*i.e. walk, expo, etc.*) Zip code targeted microchipping Microchip only
- Other - *Please provide brief explanation:* _____
- _____

Large Event: 125 MiniChips (approximate \$1,000 value)

To qualify, provide documentation to support:

- Past event has a history of more than 1,000 attendees and it contains a public microchipping effort OR
 - Goal for microchip implantation is more than 100 (can be multi-day event) AND
 - Please explain marketing opportunity and how 24PetWatch will be used in promotion for this event
- _____
- _____

Medium Event: 75 MiniChips (approximate \$600 value)

To qualify, provide documentation to support:

- Past event has a history of 500-1,000 attendees and contains a public microchipping effort OR
 - Goal for microchip implantation is 50-100 (can be multi-day event) AND
 - Please explain marketing opportunity and how 24PetWatch will be used in promotion for this event
- _____
- _____

Small Event: 25 MiniChips (approximate \$200 value)

To qualify, provide documentation to support:

- Past event has a history of less than 500 attendees and contains a public microchipping effort OR
- Goal for microchip implantation is less than 50 (can be multi-day event) AND
- Please explain marketing opportunity and how 24PetWatch will be used in media promotion for this event

First Time Event: 25 MiniChips (approximate \$200 value)

To qualify, provide documentation to support:

- First time event and will include a public microchipping component
- Explain how microchipping will be included in your event

- Please explain marketing opportunity and how 24PetWatch will be used in media promotion for this event

Please attach any marketing materials including event flyer(s), social media screen shots, print or other advertising utilized for past events with which you request support. Incomplete requests will be returned and may not be considered for support.

Requesting Organization information:

Please complete this form in its entirety. Incomplete forms will be returned. Please PRINT information.

Date of Request: _____

Event Date: _____

Event Name: _____

Past Attendance: _____

Number of pets implanted at previous year's event: _____

Estimated Attendance: _____

Estimated Pets to be implanted: _____

We use the Petango I-Frame (or webservice) to display our adoptable pets on our website: Yes No

We exclusively use 24PW microchips to implant into our adoptable dogs and cats: Yes No

We offer the Gift of Insurance to every adopter in accordance with our contract: Yes No

We have a 24PetWatch insurance banner displayed on our website: Yes No

Requesting Contact/Individual Name: _____

Requesting Organization Name: _____

Requesting Organization PetPoint ID: _____

Annual Adoptions (Cat & Dog only): _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax: _____

Shipping Deadline: _____

Email: _____

Marketing needs or other items you would like to request for the event:

If your request is approved, will you need our logo? Yes No

Please let us know what the logo will be used for: _____

Please select a logo format: JPEG PNG EPS PDF

24PetWatch branded promotional products or item for distribution to all attendees: Yes No

Qty Requested: _____

Vendor table or area provided for 24PetWatch at event: Yes No

Time required for set up & display hours: _____

How 24PetWatch will be identified as a sponsor of the event, please list all that apply:

Television mention Print media/logo used Press Release

Social Media Shelter communications Flyers

Other: Please indicate: _____

Signature of Client Representative: _____ Date: _____

Please scan this form and all supporting documentation to:

donations@pethealthinc.com · Subject line: Microchip Clinic Sponsorship Request

Please Note: Groups are only eligible for one donation per year. In addition, if you do not receive sponsorship, or need additional microchips over and above the allotted reward, we will provide MiniChips at the price of the standard chips upon your request.

If you receive sponsorship for your event from 24PetWatch, you are required to submit the follow up report below within 30 days of your event. In the report you must include: Approximate number of event attendees, the total number of pets microchipped and proof of registration of the owner and pet information in PetPoint or EVE.

Follow up Report

To be considered for future support, this form must be completed and returned no later than 30 days after the event.

Number of animals microchipped: Dogs: _____ Cats: _____

Number of Event Attendees: _____

Revenue generated through microchip sales: _____

Do you grant permission for 24PetWatch to share your success with other shelters or clinics?

Yes No Yes, but not revenue generated

What worked well at the event?

What didn't work well?

Is there anything you would like to see from Pethealth Inc. in future sponsorships or any feedback you would like to provide?

Please attach any marketing materials including event flyer(s), social media screen shots, print or other advertising utilized for past events with which you request support. Incomplete requests will be returned and may not be considered for support.
