



O'Fluff's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

January/February/March 2010

On Saturday Night, March 13th, **Four Legged Friends Foundation (FLuFF)** www.flff.org will be hosting, **O'FLuFF's Lucky Charms, the first annual St. Patrick's Day themed cocktail party for dogs and people** benefiting Four Legged Friends Foundation. The event will be a block party including Doggie Central and Zoom Room in Culver City. **Dog's Life Magazine** has partnered with Four Legged Friends Foundation to raise money to help pets in need.

The event will include celebrity guests on a red carpet with media, an exclusive VIP area with celebrity guests, comedy show, fashion show, costume contests, pet photography, silent auction, raffle and more.

Anticipated attendance is 300-500 people with dogs. Promoted outreach estimated at more than 60,000 pet friendly consumers.

This will be a formal opportunity to introduce your brand to the pets, people and press of Los Angeles. Important members of the surrounding community, pet tastemakers, celebrities, and their four-legged pals will be invited as guests to this event. Your sponsor donations will help animals in need by covering the event costs with the remaining money raised through sponsorships, donations, silent auction and raffle benefiting Four Legged Friends Foundation. We'd love to have your support on this special day.

Please see the enclosed event details and sponsorship opportunities.

A "FLuFFy" thank you for your consideration.

"FLuFFy" Regards,

Sandra Lollino

Founder - President

1812 Overland Avenue Suite 201
Los Angeles, CA 90025
p: 310.441.2888 f: 310.441.3874
www.flff.org





Founded in June 2005, **Four Legged Friends Foundation (FLuFF)** is a 501c3 non-profit organization dedicated to promote programs that save family pets, increase adoptions and share the joy pets bring to people.

Our programs and events have been created in response to local community needs.



Another Sunny Day Fund began in memory of Sunny (picture to the right) whose owner was unable to provide the necessary veterinary care due to financial hardship. While Sunny is no longer alive, Four Legged Friends Foundation started the Another Sunny Day Fund to save the lives of other pets and ensure that a lack of finances does not prevent a pet from getting the care it needs. Ultimately, the Foundation intends to help as many animals as possible and to expand the services of Another Sunny Day Fund to include customized veterinarian payment plans and assist disabled, seniors and ill individuals who are in physical and financial hardship with the daily care of their pets.

Outreach for Paws was created to educate the public on animal welfare as well as provide pet therapy teams to visit children, the sick and seniors. Thus, enhancing the lives of people and companion animals through this outreach. FLuFF is dedicated through education on responsible pet ownership, spay and neutering, and adoptions more lives can be saved. Our outreach includes pet fairs, elementary schools and retirement communities through Dancing with the Dogs, where handlers create routines that best fit their dog's personality. Dancing with the Dogs is also partnered with pet therapy teams to visit senior living facilities, nursing homes, foster care centers, children's hospitals and more to bring joy and love to those in need of a little compassion.



Part of the Pack

Every year hundreds of millions of dollars are lost to deceptive individuals and organizations posing as legitimate charities that prey upon the giving nature of individuals and businesses. To assist good-hearted businesses and individuals and stop the improper care of animals, Four Legged Friends Foundation created Part of the Pack. The "Pack" is a network of animal organizations, businesses and community members working together on behalf of the animals that have no voice. FLuFF intends to inspect and research charities and businesses through Give Me a Paw, a 1-4 "paw" rating system. A database will be posted online to give the community a resource of animal-related services, from finding the right pet to getting their pet the care it needs. Four Legged Friends Foundation has started collecting data for the Give Me a Paw Veterinarian Guide. Stay tuned for the on line posting of the Give Me a Paw report.

For more information on all our programs, please visit our website at www.flff.org.



O'Fluff's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Event Details

Cocktail party fundraiser for dogs and people
Hosted by Debra Skelton from MADtv

Date: Saturday March 13 **Time:** 7-10 pm

Prizes for best dressed/most creative costumes for people and/or pets

Estimated Attendance: 300-500 ppl

Preliminary Ticket Prices (pending celebs attending)

Cost: \$25 per person

VIP Party: \$50 (must have VIP wrist band, mingle with celebs, maybe open bar – need to determine added perks)

Celebrity & Red Carpet Entrance with paparazzi

Celebrity possibilities pending on event date and availability

Past celebrities guests included:

Debra Skelton from MADtv

Jaime Ray Newman from ABC's new hit show EASTWICK;

Former WWE diva ECWs 'Ariel' Shelly Martinez;

CBS's hit show GREATEST AMERICAN DOG Laura Nativo & Preston Casanova;

From Vh1 Greenhouse & Bruno (Da Ali G Show) Daniel DiCriscio;

Kate Linder from CBS' THE YOUNG and the RESTLESS;

from feature films MILLION DOLLAR BABY & THE SCORPION KING Hollywood

stuntwoman/actress/producer Mimi Lesseos;

EYEBORG's ANIMAL ATTRACTIONS TV's Megan Blake;

Carmen Perez from FX's NIP/TUCK;

Natasha Blasik from DAYS OF OUR LIVES;

Isabelle Furhman from THE ORPHAN;

from TV movies including HEAT WAVE and MOONLIGHT AND MISTLETOE actress Barbara Niven;

Comic Scott Silverman of COMEDY CENTRALS "Out There @"/ A&E's "An Evening at the Improv"/LOGO.com's "Wisecrack Comedy Special";

Patrick Kilpatrick from MINORITY REPORT;

from DIRTY SEXY MONEY Will Shadley;

May Wang from COUGAR TOWN;

Jessie Camachco from DESCONTROL;

Rodrigo Rojas from VICKI CRISTINA BARCELONA;



O'Fluff's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

2009 Mavric Music Award winners rock-country duo Travis and Amanda Marsh;
Telemundo star & THE RED DOOR actress Estefania Iglesias;
WE NETWORKS "Designer to the Stars" & THE DISCOVERY CHANNEL'S "The Dude Room"
featured interior designer to the stars and former Playmate Kari Whitman

Entertainment*

Celebrity MC/Host

Stand Up Comedy Show

Pinups for Pups Fashion Show

***All entertainment is pending availability once event date is confirmed**

Pet Photography

DJ/Sound System with music

Vegetarian Light Hors d'ouvers & Beer & Wine Bar (VIP – Full Hosted Bar)

Tribute Books

200 Give-a-way bags for attendees

75 VIP Give-a-way bags

Silent Auction/Raffle

Pet Vendors Tables

SPONSOR PROMOTIONAL OPPORTUNITIES

Dog's Life Magazine Ad in one Edition

Logo, Name and Link on Dog's Life Magazine Website per Edition

Name and Link on Dog's Life Magazine Enewsletters (2x/mo for 3 mo)

Logo on 5,000 Event Flyers

Logo on all Event Ads

Primary Logo on Step & Repeat Banner

Logo on all Four Legged Friends Foundation Email Blasts (Aprx 1-2 per Month)

Banner Link on Four Legged Friends Foundation Website

Logo on Four Legged Friends Foundation Website Event Page

Inside Cover Full Page Ad in Tribute Book

Name & Logo on Press Releases

Name & Logo on Post Press Release

Possible mention on radio and TV media

Post event video coverage

Celebrity Endorsements

Product Placement in FLuFF 200 Give-Away Bags

Product Placement in 75 VIP Gift Bags (products only)

Event promotions includes: Dog's Life Magazine, Pet Press, Facebook, Twitter & Meetup.com



O'Fluff's Lucky Charms

🌙 New Moons 🌞 Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California



Dog's Life is a heartfelt magazine dedicated to enriching the lives of our canine companions. Their mission is to promote adoption from the shelter and rescue community and serve as a platform for the best practices of modern and humane dog guardianship. The editorial elements in each issue will provide current and future dog owners with the tools necessary to ensure the best dog's life.

Dog's Life readers are made up of 60,000 dedicated dog lovers:

- 78% Women, 22% Men
- Median age is 45
- Median household income is \$75,000
- 92% have 1 dog, 54% have 2 or more dogs
- 64% got their dog from a shelter or rescue

Distribution

Dog's Life has compiled a carefully selected mix of distribution points throughout parts of Los Angeles. Magazines are available at pet related businesses as well as high-traffic public areas.

Calendar

	Reserved Space	Materials Due	On Site
Spring	January 31	February 14	March 1
Summer	April 30	May 14	June 1



O'FLUFF's Lucky Charms

☾ New Moons ☀ Bright Suns 🐕 Happy Dogs 🐈 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Sponsorship Opportunities

O'FLUFF - \$10,000 – Headliner Sponsor – limited to one

Logo appears on all event material as headline sponsor

Media

Name Listed as Sponsor on Press Material Listed to Media

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Step and Repeat Banner

Primary Logo on Banner

Four Legged Friends Foundation

Logo on all Email Blasts (Apprx 1-2 per Month)

Banner Link on Website

Logo on Website Event Page

Dog's Life Magazine (One Edition)

Full Page Ad (\$2,000 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Inside Cover Full Page Ad

Promotional Recognition at Event

Signage throughout Event

Banner on Wall

Give A Way Bags

Name/Logo on Give-Away Bags (headliner)

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

10 VIP Tickets



O'FLUFF's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

New Moon - \$7,500

Media

Name Listed as Sponsor on Press Material Listed to Media

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Step and Repeat Banner

Primary Logo on Banner

Four Legged Friends Foundation

Logo on all Email Blasts (Approx 1-2 per Month)

Banner Link on Website

Logo on Website Event Page

Dog's Life Magazine (One Edition)

Half Page Ad (\$1,500 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Full Page Ad

Promotional Recognition at Event

Banner on Wall

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

8 VIP Tickets



O'FLUFF's Lucky Charms

🌙 New Moons ☀️ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Bright Sun - \$5,000

Media

Name Listed as Sponsor on Press Material Listed to Media

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Step and Repeat Banner

Secondary Logo on Banner

Four Legged Friends Foundation

Logo on all Email Blasts (Apprx 1-2 per Month)

Logo on Website Event Page

Dog's Life Magazine (One Edition)

Quarter Page Ad (\$800 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Half Page Ad

Promotional Recognition at Event

Banner on Wall

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

6 VIP Tickets



O'FLUFF's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Happy Dog - \$2,500

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Step and Repeat Banner

Secondary Logo on Banner

Four Legged Friends Foundation

Logo on all Email Blasts (Apprx 1-2 per Month)

Logo on Website Event Page

Dog's Life Magazine (One Edition)

Eighth Page Ad (\$500 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Half Page Ad

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

4 VIP Tickets



O'FLUFF's Lucky Charms

🌙 New Moons ☀️ Bright Suns 🐕 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Purring Cat - \$1,000

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Four Legged Friends Foundation

Logo on all Email Blasts (Apprx 1-2 per Month)

Logo on Website Event Page

Dog's Life Magazine (One Edition)

1/16 Page Ad (\$300 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Quarter Page Ad

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

2 VIP Tickets



O'FLUFF's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

Leprechaun - \$500

Event Promotion Collateral

Logo on 5,000 Event Flyers

Logo on all Event Ads

Four Legged Friends Foundation

Logo on all Email Blasts (Apprx 1-2 per Month)

Logo on Website Event Page

Dog's Life Magazine (One Edition)

Marketplace Ad (\$180 value)

Logo and Link on Website per Edition

Name and Link on Enewsletters (2x/mo for 3 mo)

O'FLUFF's Tribute Book

Name Listing

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs

Event Tickets

1 VIP Tickets

Lucky Charms Table - \$150 – Quantity Pending Venue

O'FLUFF's Tribute Book

Name Listing

Give A Way Bags

Product Placement in 200 Green Give-Away Bags

Product Placement in 75 Golden VIP Gift Bags (products only)

Table Space

(1) 6 ft Table and (2) Chairs



O'Fluff's Lucky Charms

☾ New Moons ☀ Bright Suns 🐶 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm

Block Party with Zoom Room & Doggie Central,
Culver City, California

O'Fluff's Tribute Book Only

Full Page Ad - \$500

Half Page Ad - \$250

Quarter Page Ad - \$100

Golden VIP Gift Bags

* **75 VIP thank you bags for celebrities and pre-party ticket holders:** Celebrities and pre-party ticket holders will be given VIP gift bags of products, samples and information. Kindly consider giving a quantity of no less than fifty (50) sample portions of your product of choice for the inclusion of this special gift. (Please note that Four Legged Friends Foundation is also collecting for 30 VIP give-a-way thank you bags for celebrity judges and dance teams given in April 2010 at the Dancing with the Dogs Competition. 30 additional items would be appreciated).

Green Give-a-way Bags

* **200 give-a-way items for guests:** Guests will be encouraged to take home a gift bag containing product samples and information on our many high-end brands. Kindly consider providing Four Legged Friends Foundation with a quantity of no less than two-hundred (200) sample portions of your product of choice for inclusion in this special gift. (Please note that Four Legged Friends Foundation is also collecting for 30 VIP give-a-way thank you bags for celebrity judges and dance teams given in April 2010 at the Dancing with the Dogs Competition. 30 additional items would be appreciated).

4-Leaf Clover Silent Auction & Raffle Opportunities.

* Consider donating your premiere product(s) towards the charity auction. Even just one item will make a tremendous difference in the success of this portion of the event. Your brand will be in excellent company among other high-end labels & services coming together to raise money for a cause dear to our hearts.

If you have questions, please contact Sandra Lollino at (310) 441-2888 or sandra@flff.org.



O'FLUFF's Lucky Charms

🌙 New Moons ☀️ Bright Suns 🐕 Happy Dogs 🐱 Purring Cats

Saturday Night, March 13, 2010 7-10 pm
Block Party with Zoom Room & Doggie Central,
Culver City, California

Sponsorship Commitment Form

Please check one:

_____ O'FLUFF \$10,000 _____ New Moon \$7,500 _____ Bright Sun \$5,000
_____ Happy Dog \$2,500 _____ Purring Cat \$1,000 _____ Leprechaun \$500
_____ Lucky Charm Table \$150

TRIBUTE BOOK

_____ Full Page Ad \$500 _____ Half Page Ad \$250 _____ Quarter Page Ad \$100

Name _____ Company (if applicable): _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

I/We cannot attend but wish to make a contribution of: \$ _____

Payment: Check Visa MasterCard American Express

WAIT – “Did you know that if you pay by check you can give to more animals in need because FLUFF won't be charged required processing fees by credit card companies? Please consider paying by check. Thank you” O'FLUFF

Name on card _____

Email Address (REQUIRED FOR CREDIT CARD PAYMENTS) _____

Credit Card Number _____ Expiration _____/____

Signature _____ CVV # _____

Checks should be made payable to: **Four Legged Friends Foundation** (Federal Tax ID# 20-3012028)

Please fax and/or mail this form to:

Four Legged Friends Foundation, 1812 Overland Avenue Suite 201, Los Angeles, CA 90025
fax (310) 441-3874 * phone (310) 441-2888 * Email Logos to sandra@flff.org.



O'FLUFF's Lucky Charms

🌙 New Moons ☀️ Bright Suns 🐕 Happy Dogs 🐈 Purring Cats

Saturday Night, March 13, 2010 7-10 pm
Block Party with Zoom Room & Doggie Central,
Culver City, California

Donation Form

Please check one

_____ (75) Golden VIP Gift Bag Items _____ (200) Green Give-a-way Gift Bag Items

_____ (30) Additional Dancing with the Dogs Gift Bag Items for April competition

_____ 4-Leaf Clover Silent Auction, Raffle & Costume Prizes

ITEM(S) TO BE DONATED:

Name _____ Company (if applicable): _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

ESTIMATED VALUE OF DONATION* \$ _____ (VERY IMPORTANT - PLEASE COMPLETE)

**for Silent Auction, Raffle & Costume Prizes*

All donated items to be received by March 1, 2009 to:

TO SHIP ITEMS:

Zoom Room

11836 Teale St.

Culver City, CA 90230

Attn: O'FLUFF's Lucky Charms

(310) 636-4606

FOR PERSONAL DELIVERIES, DROP OFFS OR MESSENGER SERVICE:

Please contact Sandra Lollino at (310) 441-2888 or sandra@flff.org for scheduling drop off times at the Los Angeles Four Legged Friends Foundation Office.