

KITTYDELPHIA 2018  
JULY 28-29 @ POWER PLANT PRODUCTIONS  
230 N. 2ND ST PHILADELPHIA PA 19106

# 2018



# KITTYDELPHIA SPONSORSHIP GUIDE

PHILLY CATS NEED YOUR HELP!

## what is KITTYDELPHIA?

**Kittydelphia is an annual, free multi-day cat fair and benefit event in Philadelphia**

that brings thousands of cat lovers together in one place to check out unique and interesting cat-centric wares from a variety of area vendors; to meet adoptable cats and kittens; to hang out with celebrity cats and listen to fun guest speakers discuss feline-related matters; to enjoy a gallery of cat artwork; and, perhaps most importantly, to provide much-needed funds — through door donations and an array of raffle prize baskets — for the non-profit **Philadelphia Animal Welfare Society**. PAWS is one of the city's largest animal rescue organizations. They operate three no-kill shelters for cats and dogs; oversee an animal foster-care network and adoption services; and provide low-cost veterinary care for area residents.

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## WHAT'S THE STORY BEHIND KITTYDELPHIA?

**KITTYDELPHIA WAS FOUNDED IN 2017 BY LAURA KICEY, THE PHILADELPHIA-AREA ARTIST, PHOTOGRAPHER, AND DESIGNER BEHIND THE POPULAR OLIVE & RYE INSTAGRAM ACCOUNT (@OLIVEANDRYE), WHICH HAS MORE THAN 100,000 FOLLOWERS.**

Laura has been crazy about cats all her life, and in 2014 she adopted a calico cat named Olive and a tortie cat named Rye from PAWS. She began documenting their daily antics on social media, and eventually named **Olive & Rye Cat Art** — through which she creates custom cat portraits and a variety of other cat-themed artwork and apparel — after her two beloved cats. An ardent supporter of PAWS' mission to rescue cats and dogs in Philadelphia, Laura began regularly donating a portion of proceeds from Olive & Rye Cat Art to the organization.

**But she wanted to do more. And thus, Kittydelphia was born.**

The inaugural Kittydelphia was held in a small art gallery space in the Northern Liberties section of Philadelphia on the weekend of July 7-9, 2017. Though modest in size, with just a handful of vendors and artists along with appearances by several Internet-famous cats and a bunch of adoptable cats and kittens, the event was a rousing success. It drew thousands of enthusiastic people to the tiny space over the weekend, raising roughly \$6,000 in donations for PAWS, and garnering a great deal of local media attention and a plethora of mentions on various social media platforms including Instagram, Facebook, Twitter, and Snapchat. Even better, 16 adoptable cats who were at Kittydelphia last year ended up getting adopted.

**There was a tiny tortie kitten at Kittydelphia, later named Fig, who was adopted by Laura herself, and is now part of the family along with Olive and Rye!**



# what's up for KITTYDELPHIA 2018?

Due to the success of the first Kittydelphia, Laura wanted to do things a little bigger and a little better for Kittydelphia 2018, with the primary goals of raising more money for PAWS, getting even more cats adopted via a larger cat "lounge," and providing event attendees with an even more fun and rewarding experience that includes more vendors, more guest speakers, and other attractions and activities.

To that end, Kittydelphia 2018 will be held on **July 28-29, 2018 at Power Plant Productions in the Old City neighborhood of Philadelphia** — it's a beautiful space that's roughly 3 times bigger than the space that housed Kittydelphia 2017. Laura chose that space to accommodate the larger attendance that's expected this year — already, after she and PAWS jointly announced Kittydelphia 2018 in early March on a variety of social media platforms, several thousand people have indicated their desire and plans to attend! Laura decided that just like last year, the event should still be **free to the public, with a suggested donation of \$5** at the door. Like last year, **100% of donations at the door will go to PAWS**, as will 100% of the proceeds from purchases of raffle tickets. Just to be clear, the vendors at the event keep the profits from sales of their wares, although individual vendors may also donate a portion of their proceeds to PAWS if they so choose (and are encouraged to donate an item to the raffle baskets).



## KITTYDELPHIA 2018 NEEDS YOUR HELP!

Kittydelphia 2018 will be bigger and better than 2017, and hopefully it will raise even more money for PAWS than last year's event and lead to more cat adoptions. But ramping up this year's event means there are greatly increased costs associated with having Kittydelphia in a much larger space, as well as paying fees

and travel expenses for guest speakers, and covering a variety of other production costs. Laura believes it's important to keep the event free, which is why she's currently seeking financial support in the form of sponsorships from businesses, corporations, and individuals who are aligned with Kittydelphia's (and PAWS') mission and goals.



# HOW CAN YOU HELP KITTYDELPHIA 2018?

There are several sponsorship levels for you to choose from; each comes with a variety of perks:

## \$10,000 TUXEDO SPONSOR

One sponsorship opportunity is available at this level; it's first-come, first-served



## \$5,000 TORTOISESHELL SPONSOR

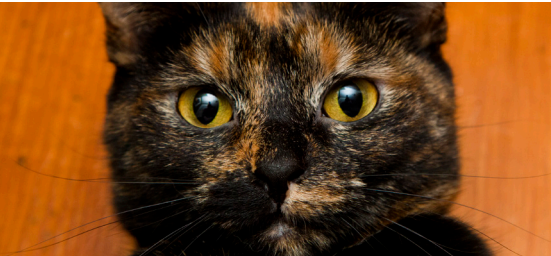
Limited sponsorship opportunities are available at this level; it's first-come, first-served



- Headlining sponsorship mention in all Kittydelphia displays and materials
  - Full back cover ad on the event program that will be handed out to all Kittydelphia attendees
  - Table space at Kittydelphia to sell or promote your products and/or services, as well as the opportunity to distribute promotional merchandise, coupons or other items.
  - Your company or business will be repeatedly mentioned on microphone by Kittydelphia hosts at various points during the event, including during each day's raffle drawings, and will be mentioned during Kittydelphia press interviews.
  - Your logo will be prominently displayed on banners, signs and other displays both inside and outside the venue during the entirety of Kittydelphia 2018.
  - Your logo will appear on the Kittydelphia website with a link to your company or business.
  - Your sponsorship of the event will be mentioned in promotional e-mail blasts sent out by Kittydelphia in advance of the event.
  - Multiple posts about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).
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  - Your logo will be prominently displayed on banners, signs and other displays both inside and outside the venue during the entirety of Kittydelphia 2018.
  - Full-page ad in an event program that will be handed out to all Kittydelphia attendees.
  - Your logo will appear on the Kittydelphia website with a link to your company or business.
  - Your sponsorship of the event will be mentioned in promotional e-mail blasts sent out by Kittydelphia in advance of the event.
  - Multiple posts about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).

## \$2,500 HOUSE PANTHER SPONSOR

Limited sponsorship opportunities are available at this level: it's first-come, first-served



## \$1,000 CALICO SPONSOR

- Your company or business will be repeatedly mentioned on microphone by Kittydelphia hosts at various points during the event, including during each day's raffle drawings, and will be mentioned during Kittydelphia press interviews.
- Your logo will be prominently displayed on banners, signs and other displays both inside and outside the venue during the entirety of Kittydelphia 2018.
- Full-page ad in an event program that will be handed out to all Kittydelphia attendees.
- Your logo will appear on the Kittydelphia website with a link to your company or business.
- Your sponsorship of the event will be mentioned in promotional e-mail blasts sent out by Kittydelphia in advance of the event.
- Multiple posts about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).

## \$500 TABBY SPONSOR

- Your logo will be prominently displayed on banners, signs and other displays both inside and outside the venue during the entirety of Kittydelphia 2018.
- Full-page ad in an event program that will be handed out to all Kittydelphia attendees.
- Your logo will appear on the Kittydelphia website with a link to your company or business.
- Your sponsorship of the event will be mentioned in promotional e-mail blasts sent out by Kittydelphia in advance of the event.
- Multiple posts about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).

## \$250 SPHYNX SPONSOR

- Half-page ad in an event program that will be handed out to all Kittydelphia attendees.
- Your logo will appear on the Kittydelphia website with a link to your company or business.
- One post about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).

## \$150 PERSIAN SPONSOR

- Business-card-sized ad in an event program that will be handed out to all Kittydelphia attendees.
- Your logo will appear on the Kittydelphia website with a link to your company or business.
- One post about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).
- Your company or business will be thanked in a list of sponsors in an event program that will be handed out to all Kittydelphia attendees.
- Your logo will appear on the Kittydelphia website with a link to your company or business.
- One post about your company or business on each Kittydelphia social media platform (Facebook, Instagram, and Twitter).



# SPONSORING KITTYDELPHIA IS A GREAT OPPORTUNITY FOR YOU!

Kittydelphia is a great opportunity for your business or company to partner up with an event that's focused on providing a fun, joyful experience for area cat lovers AND raising much-needed funds for PAWS (and generally raising awareness for cat rescue and animal welfare) — and to showcase your products and services to a highly targeted audience!

- Thousands of people attended Kittydelphia 2017, and even more people are expected to attend Kittydelphia 2018, given the bigger space and larger number of vendors and other attractions; all the positive feedback from last year's inaugural event; and the early buzz on social media in advance of this year's event. Kittydelphia 2017 brought out **highly enthusiastic cat lovers** from the City of Philadelphia and from suburbs including **Montgomery, Bucks, Chester, and Delaware counties (as well as New Jersey, Delaware, Maryland, and New York)**. It was an extremely diverse crowd with all ages represented, and it was a very **family-friendly event**. Attendees were **very generous with their donations** and bought a great deal of merchandise from vendors, and were very interested in the different products and services offered and promoted during the event. Through the event program we will hand out to everyone who comes through the doors at Kittydelphia 2018, as well as event signage, the Kittydelphia website, and the various Kittydelphia **social media platforms**, your business or company would be seen by **many eyes!**
- Last year, Kittydelphia received a tremendous amount of press coverage before, during, and after the event. There were articles published in the **Philadelphia Inquirer, Philadelphia Magazine, and Philly Voice**, as well as **Digital First Media newspapers** (The Delaware County Times, Lansdale Reporter, The Times-Herald, etc.) in the Philadelphia suburbs. **6ABC, PHL17**, and other networks sent reporters and camera crews to the event and Kittydelphia segments were broadcast on the evening and late-night TV news (with Kittydelphia signage shown prominently during those broadcasts). **Visit Philly** was on the scene with a Periscope broadcast and **This Is Philly** shared the festivities live on Facebook. We expect similarly **comprehensive media coverage for Kittydelphia 2018** — your logo could be broadcast into homes around the region, and your business or company could be mentioned as a sponsor when Laura does Kittydelphia press interviews!

Your sponsorship and financial support would mean the world for Kittydelphia in its efforts to promote animal welfare and rescue, celebrate all things cat, and raise funds for PAWS' crucial efforts to save cats and dogs in Philadelphia.

## a final kittydelphia word

Our goal is to put on the best event possible and really make a difference, and we can't do it without your help! If you have any questions at all, don't hesitate to contact:

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