

# THERAPY ANIMALS OF SAN ANTONIO

## 22<sup>nd</sup> ANNUAL FIESTA® POOCH PARADE

**WHO WE ARE:** Therapy Animals of San Antonio (TASA) is an all-volunteer 501(c)(3) organization, an affiliate member of the International Association of Human-Animal Interactions Organizations, and a GuideStar Exchange Platinum Participant. Our mission since 1989 has been bringing people and animals together for healing.

**WHAT WE DO:** TASA therapy teams (volunteers and their registered animals) put smiles on people's faces in hospitals, nursing homes, rehabilitation centers, schools, youth facilities, and Veteran-based service organizations. Our literacy program, StoryTails, gives underachieving readers the opportunity to increase literacy, gain confidence, and build self-esteem by reading to an animal. Our teams are active in community education and presentations, business and school de-stress events, and conference engagement.

**WHERE WE DO IT:** The programs offered by TASA positively impact people in more than 74 facility settings in Bexar and the surrounding 10 counties. In 2019, the 80 Therapy Teams contributed more than 4,500 hours serving our community, representing 11% growth in services.


**WHAT'S NEW:** In 2019 TASA established a Crisis Response Program and partners with Northside Independent School District to provide animal therapy to students experiencing loss and trauma. TASA proudly continues to expand services and meet the changing care dynamics needed for the San Antonio area.

**WHAT YOU CAN DO:** The primary source of funding for Therapy Animals of San Antonio is sponsorships of our Fiesta® Pooch Parade to be held on April 24, 2021. We invite you to become a sponsor at one of the levels below to ensure we can continue our important work in San Antonio and the surrounding area.

--Donations are due by March 15 to guarantee inclusion in brochure and T-shirt -- For more information, please contact: [ppchair@therapyanimalssa.org](mailto:ppchair@therapyanimalssa.org) or 210-614-6734

**100% of your donation goes to support our programs**

**You can pay by check or on-line per PayPal at [www.therapyanimalssa.org](http://www.therapyanimalssa.org) or send your contributions to:**

	Best in Show	Show Ribbon	Top Dog	Man's Best Friend	Unconditional Love	Wagging Tail
Pooch Parade Highlighted Sponsor & Participant	X					
Pooch Parade Pre-Events Marketing Recognition	X					
Recognition on local Pooch Parade Vinyl Sign	X					
Fiesta Meet-up & Photos with King Anbarkio	X					
Your Name on PP Ad in 2022 Fiesta® Magazine	X	X	X	X		
Your Name & Logo on Float Banner	X	X	X			
Your Company Sign at Canine Costume Contest	X	X	X			
Recognition at Opening Ceremonies	X	X	X	X	X	
Promotional Booth Space at Pooch Parade Event	X	X	X	X		
Your Name & Logo on Pooch Parade Brochures	X	X	X	X	X	
Your Name & Logo on Pooch Parade T-Shirts	X	X	X	X	X	X
Recognition on Therapy Animals SA Website	X	X	X	X	X	X
<i>Sponsorship Donation</i>	>\$7,500	\$2,500	\$1,000	\$500	\$250	\$100

- **Best in Show Sponsor** has an exclusive promotional area for participants, is part of all parade activities and promotions, and is featured on the Therapy Animals of San Antonio website home page throughout the year
- **King Anbarkio** and a court of other therapy animals visit a workplace to celebrate Fiesta® for photo-ops
- The official **Fiesta® Magazine** of 50,000 copies is distributed to 3.6 million people
- **Parade Float** is seen by more than 2000 people along the 2.6-mile route through Alamo Heights
- **Booth space** for sponsors to display promotional items and/or giveaways, sales not permitted at this fundraiser
- Beloved **Costume Contest** is watched by many, and business signs are welcome in the judging area
- **Opening Ceremonies** with extended promotional announcements to participants waiting to start the parade
- Highly anticipated **Brochures** are mailed to more than 1000 families and distributed to local businesses
- **Commemorative T-shirts** with annual design are worn, seen, and collected by more than 1500 people
- The TASA **website** recognizes sponsor generosity with name, logo & link to your company's website

**Therapy Animals of San Antonio Thanks You for Your Support!**