



Giving
**PAWS FOR
HOPE**

Saving Lives
THROUGH THE HUMAN CANINE BOND



JOIN US FOR A *LIVE AUCTION FUNDRAISER* IN SUPPORT OF SERVICE
DOGS FOR VETERANS & FIRST RESPONDERS LIVING WITH PTSD

THOUSAND HILLS RANCH | SAN LUIS OBISPO, CA

NOV

01

2025

NEWLIFEK9S.ORG/GIVINGPAWSFORHOPE

Featuring

- LIVE AUCTION
- SILENT AUCTION
- RAFFLES
- DINNER
- MEET OUR DOGS



Buy Tickets!

Kai

THErapy DOG GRADUATE



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April 4, 2025

Dear Community Partner,

At New Life K9s, our mission is to save lives by providing service dogs to veterans and first responders battling PTSD.

The prevalence of PTSD among our heroes is alarmingly high. Studies indicate that combat veterans seeking treatment are diagnosed with PTSD at a rate four times higher than the general American population. Additionally, up to 35% of police officers and EMTs, 30% of firefighters, and 24% of dispatchers are expected to experience PTSD.

Given the increasing intensity of wildfires across California, our first responders face unimaginable battles, both during and after their service to protect our communities. The mental health toll on these individuals is profound, with many experiencing heightened levels of trauma, fatigue, and PTSD.

We are doing our part by raising funds in our third annual Giving Paws for Hope Live Auction, scheduled for Saturday, November 1st, 2025, in San Luis Obispo. We would be honored to have your business support at this event to ensure its success whether it be in the form of sponsorship or in-kind donation.

Enclosed is a comprehensive sponsorship table outlining various levels and associated benefits for your consideration. Your generous contribution will be prominently featured in our event program guide and on our event website, showcasing your dedication to our cause.

To explore our service dog success stories and learn more about the impact of your support, please visit our website at www.newlifek9s.org/lives-saved/.

Thank you for considering this opportunity to make a meaningful difference in the lives of those who have sacrificed so much for our safety and freedom.

Warm regards,

Daniel Ballesteros, New Life K9s



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Sponsorship Benefits	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Tickets to 2025 Giving Paws for Hope Fundraising Dinner	2 tickets	4 tickets	6 tickets	8 tickets
Sponsored Social Media Paid Ads (Ads are co-branded with New Life K9s)	N/A	1 Ads	2 Ads	4 Ads
Recognition as sponsor on New Life K9s website <small>Over 70,000 visitors/year</small>	★	★	★	★
Recognition of Sponsorship Status at our 2025 Giving Paws for Hope Fundraising Auction through program booklet on event date.	★	★	★	★
Recognition in New Life K9s Monthly Newsletters Leading Up To Event <small>6,000 + Readers</small>		★	★	★
Recognition in our 2026 Puppy Calendar		★	★	★
4ftx4ft "Thank You!" Banner with business logo posted for display at event		★	★	★
The honor of naming a future service dog in training.				★

If you are interested in supporting our cause via life saving sponsorship or by donating an in-kind donation or services to our organization please complete the next page.

Thank you for your involvement in our community.



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Company/Sponsor Name: _____

Contact Name: _____

Phone: _____

Contact Email: _____

Sponsor Level: _____

Auction/Raffle Item (incl. Retail Value): _____

For any questions regarding sponsorship, additional sponsorship opportunities, or to arrange pick up of donated items for our marketing manager, please contact Daniel Ballesteros at daniel@soncarefoundation.org or by phone at (805) 416-8707.

Sponsorship checks may be made payable to New Life K9s or Son Care Foundation, Inc. and mailed to: PO Box 4412, San Luis Obispo, CA 93403

Son Care Foundation is a registered 501(c)(3) organization. Tax ID 75-2547239