

COLLARS FOR A CAUSE®

benefitting the
 Spay-Neuter Assistance Program, Inc. (SNAP)
an online auction and gala event presented by LIFE+DOG

If you are passionate about animals or fashion or both, then you must partake in the 2nd annual *Collars For A Cause*® event. Now in its second year, this one-of-a-kind fundraising event combines an unique online auction with the excitement of cutting edge fashion at the gala event. One hundred percent of the funds raised through the *Collars For A Cause* campaign will benefit SNAP in their effort to end animal overpopulation. Presented by **LIFE+DOG™**, the unique opportunity of partnering with *Collars For A Cause* provides you with a one-of-a-kind chance to leverage your brand with a fun event that carries immense social media potential and the added benefit of a continued charitable presence offered by the repeat exposure of a national print publication.

Collars For A Cause involves the collection and auction of one-of-a-kind dog and cat collars from artists, fashion designers, and celebrities. Previous featured designers include Margaret Cho, Chelsea Handler, Mark Salling, Nate Berkus, Joy Behar, Mayor of Houston Annise Parker, Baccarat, Elaine Turner, Kermit Eisenhut, Tito Beveridge, Katherine Center, Sydney Dao, Dayna Steele and numerous local media personalities. During the final month of the online auction, a gala event is hosted in Houston, TX for 500 VIP supporters in April.

We hope that you will be able to join us in our fight to end suffering and death due to animal overpopulation and preventable disease. Should you have any questions or wish to talk more about opportunities, please contact Lindsey Allen, marketing manager for **LIFE+DOG** and the event coordinator, at LAllen@LifeandDog.com or by calling 832.592.7204.

DETAILS

*Artists, celebrities, fashion designers and anyone else who wants to participate are invited to create a one-of-a-kind dog or cat collar or an art piece that represents a collar. The only rules are to **be creative** and please use no real fur items. All collars will receive professional photography and promotion in **LIFE+DOG** as well as online on the CFAC Facebook Page and website, as well as the SNAP, **LIFE+DOG** and Houston Dog Blog Facebook pages that total more than 10,000 fans.*

Ready-Made collars with a minimum value of 25.00 are also accepted for the event silent auction and “Buy It Now” sections of the website.

ALL COLLARS ARE DUE BY February 1, 2012 to be included in LIFE+DOG



collars from the inaugural event

LIFE+DOG



Stop The Cycle.

Collars for a Cause Donation Form

SNAPshots is a fun and fashion filled evening, attracting over 400 animal lovers from all around Houston. This year is sure to be a hit with the addition of the Collars For A Cause program. Please take advantage of this unique marketing opportunity by donating a dog collar, cat collar or leash to the auction! Every dollar raised from the **Collars for a Cause** auctions and SNAPshots event enables SNAP to continue our life-saving work.

Please fax or mail your completed donation form no later than December 01, 2011 to:

Attn: CFAC	info@collarsforacause.org
C/O LIFE+DOG	832-592-7204 ph
7 Switchbud Place #192-210	832-592-7204 fax
The Woodlands, TX 77380	

Donor (as you would like it to appear on printed materials):

Number of items to be donated: _____

Please provide a brief description of your intended collar design or a description of your ready-made collar donation:

Value: _____

Donor Information:

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Final collars are due by January 10, 2012

At the discretion of the committee, auction items may be used for a subsequent SNAP auction or display in Houston and San Antonio.

SNAP is a §501(c)(3) organization.
You may therefore be entitled to a tax deduction for your contribution.

www.snapus.org / www.collarsforacause.org

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