



STEEL  HANDS
BREWING

BEER BENEFITING CANINE FRIENDS

HELP US SUPPORT

CANINE PROGRAMS IN SC





\$160K+

Gross funds raised since
2022 for Public Safety
Canine Programs



ABOUT STEEL PAWS

Steel Paws, a charitable mission launched by Steel Hands Brewing in April 2022, was inspired by a critical need in the local community. The program is on mission to provide year-round support for canine programs through fundraising events and distribution of Steel Paws Wheat Ale, a benefit beer.

STEEL PAWS EVENTS

Friday, May 10, 2024 from 6-9pm, Steel Hands Brewing will host a new Steel Paws VIP Experience, "Bowties & Bluejeans", plus it's annual Celebration, Saturday, May 11, 2024 from 11am-4pm. Proceeds from the events will benefit the Cayce Police Department, Richland County Sheriff's Department and Lexington County Sheriff's Department canine programs. City of Cayce Public Safety Officer Barr will be honored.

Friday's VIP event will feature live music, canine meet and greets, a special auction, vendors and a BBQ Smokeshow feast! Saturday's event will feature a Therapy Dog Yoga class, celebration with live music entertainment all day, canines, law enforcement vehicles on site, Steel Paws merchandise, and more!



WHY SPONSOR?

Your donations will provide the opportunity to purchase critical protective gear and supplies for Canine Programs that serve and protect your communities.

**K-9 UNIT
K-9 TACTICAL VEST
K-9 TRAINING
VET EXAMS
K-9 DOG FOOD
LEASHES & COLLARS
K-9 BALLISTIC VEST
HANDLER TRAINING
K-9 VEHICLES & WINDOW TINT
KENNEL TRANSPORT
K-9 COOLING VEST
K-9 SUPPLIES**



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Partnerships with our business community are paramount to successful public safety. It is a privilege to work with Steel Hands and so many local businesses who support the efforts of the Cayce Police Department to expand our canine programs. We are excited to partner with so many, who are willing to help enhance community safety within our beloved city. ‘Steel Paws’ will allow us to purchase new K-9s and protective gear for our existing K9s, to better protect our city”

**CHIEF CHRIS COWAN
CAYCE POLICE DEPARTMENT**











MAY 10-11TH



STEEL PAWS

2 EVENTS! SPONSORSHIP BENEFITS

DONATION LEVEL	TOP DOG SPONSOR	BEST OF SHOW SPONSOR	STAGE SPONSOR	VEST SPONSOR	SAFETY SPONSOR	PUP PACK SPONSOR	KENNEL SPONSOR	FRIENDS OF STEEL HANDS SPONSOR
	\$15,000+	\$13,500+	\$12,000+	\$10,000+	\$10,000+	\$5,000+	\$1,500+	\$500+

EXCLUSIVE BENEFITS (includes both Friday & Saturday Events)

Exclusive Event Title Naming Rights	✓ [*] Presenting Sponsor	✓ [*] Host Sponsor						
Recognition on all marketing materials	✓ [*] Presenting Sponsor	✓ [*] Host Sponsor	✓	✓	✓	✓ [*] Only Digital		
Inclusion in all promotional activity including Radio Interview and TV, and Billboard ads	✓	✓ [*] Radio only						

PROMOTION (includes both Friday & Saturday Events; VIP Tickets - Friday only)

Logo displayed during event presentation and on signage	✓	✓	✓	✓	✓			
Stage mention during event	✓	✓	✓	✓	✓			
Logo displayed on Stage Banners	✓	✓	✓	✓	✓			
Logo in pre-event email newsletters	✓	✓	✓	✓	✓			
Logo displayed on online ticketing website	✓	✓	✓	✓	✓			
Logo listed on Steel Hands Brewing website for 1 Year	✓	✓	✓	✓	✓	✓		
Social media promotion	✓	✓	✓	✓	✓	✓	✓	✓
Friday Event VIP tickets, and additional tickets, if available, offered at a discounted rate	16	10	8	6	4	2		
Event VIP tickets offered at discounted rate of 50%							4	2

***INTERESTED IN A CUSTOM SPONSOR PACKAGE?
RAISE YOUR PAW AND OUR TEAM WILL GET TO WORK FOR YOU!**

Sponsor VIP Tickets for Friday include a BBQ Feast Dinner, 2 Drink Tickets and live entertainment.

CONTACT:

For additional information, contact us at ashley@steelhandsbrewing.com

All contributions may be tax deductible and can be made payable by check to the Cayce Public Safety Foundation, a 501(c) (3) organization:

The Cayce Public Safety Foundation
1800 12th Street
Cayce, South Carolina 29033



STEEL PAWS EVENTS
FRIDAY - SATURDAY, MAY 10-11
AT STEEL HANDS BREWING

SUPPORT STEEL PAWS | STEELHANDSBREWING.COM/STEEL-PAWS



STEEL PAWS

BEER BENEFITING CANINE FRIENDS



STEEL PAWS EVENTS

FRIDAY – SATURDAY, MAY 10–11

AT STEEL HANDS BREWING

Steel Paws is on a mission to ignite canine support! Steel Paws will host a kickoff event on Friday with a Celebration on Saturday at Steel Hands Brewing to provide support for canine initiatives focused on Public Safety.

Join us in helping support canines and make a paw-sitive impact! Proceeds from the event will benefit Cayce Police Department, Richland County Sheriff's Department and Lexington County Sheriff's Department.

TOP DOG SPONSOR: \$15,000 (1 AVAILABLE)

- Inclusion in all promotional activity including Radio Interview and TV
- Recognition on all marketing materials as presenting sponsor
- Logo listed on Steel Hands Brewing website for 1 Year
- Logo on select event merchandise
- Logo displayed during event presentation and on signage
- Stage mention during event
- Social media promotion
- 16 event VIP tickets, and additional tickets, if available, offered at a discounted rate

BEST OF SHOW SPONSOR: \$13,500 (1 AVAILABLE)

- Recognition on all marketing materials as host sponsor
- Inclusion in all promotional activity including Radio
- Logo listed on Steel Hands Brewing website for 1 Year
- Logo displayed during event presentation and on signage
- Stage mention during event
- Social media promotion
- 10 event VIP tickets, and additional tickets, if available, offered at a discounted rate

STAGE SPONSOR: \$12,000 (1 AVAILABLE)

- Recognition on all marketing materials
- Logo listed on Steel Hands Brewing website for 1 Year
- Logo displayed on Stage Banners leading up to and during event
- Stage mention during event
- Social media promotion
- 8 event VIP tickets, and additional tickets, if available, offered at a discounted rate

VEST SPONSOR: \$10,000 (NO LIMIT)

- Recognition on all marketing materials
- Logo listed on Steel Hands Brewing website for 1 Year
- Logo displayed during event presentation and on a new K9 ballistic vest
- Stage mention during a K9 demonstration
- Social media promotion
- 6 event VIP tickets, and additional tickets, if available, offered at a discounted rate

SAFETY SPONSOR: \$10,000 (NO LIMIT)

- Recognition on all marketing materials
- Logo listed on Steel Hands Brewing website for 1 Year
- Logo displayed during event presentation
- Logo on safety clip on LED Light giveaway
- Stage mention during select event activities
- Social media promotion
- 6 event VIP tickets, and additional tickets, if available, offered at a discounted rate of 50%

VIP Tickets include access to Friday's VIP "Bowties & Bluejeans" VIP event featuring a BBQ Feast Dinner, photo with a Canine, 2 Drink Tickets and live music entertainment. *For additional information, contact ashley@steelhandsbrewing.com. All contributions may be tax deductible and can be made payable by check to: The Cayce Public Safety Foundation

SUPPORT STEEL PAWS | STEELHANDSBREWING.COM/STEEL-PAWS



STEEL PAWS EVENTS

FRIDAY, MAY 10 | 6-9PM

AT STEEL HANDS BREWING

“Bowties & Bluejeans” VIP Event
BBQ Smokeshow Feast
Vendors on site
Live PD Patrol Officer
Special Auction
Photo with a Canine
Live Music Performances

SATURDAY, MAY 11 | NOON KICK-OFF

AT STEEL HANDS BREWING

STEEL PAWS CELEBRATION
Puppy/Therapy Dog Yoga
Live PD Patrol Officers
Canine Meet & Greet
Live Music Performances
Steel Paws Dog Treats
Vendors on Site & more!



*Thank you for your consideration and support! Contact us with any questions.
Steel Paws is on a mission to make a paws-itive impact!*

HELP US SUPPORT CANINES: (CONT.)

PUP PACK SPONSOR: \$5,000 (NO LIMIT)

- Recognition on all digital marketing materials
- Logo listed on Steel Hands Brewing website for 1 Year
- Social media promotion
- 2 event VIP tickets
- This sponsorship could be utilized to purchase cool vest, leashes, training aids, harnesses, and other necessary equipment for one K9 to operate. OR
- This sponsorship could be utilized to purchase dog food for an entire K9 Unit for one year.

KENNEL SPONSOR: \$1,500 (NO LIMIT)

- Recognition on select marketing materials
- Social Media Promotion
- Up to 4 Event VIP tickets offered at discounted rate of 50%
- This sponsorship will provide a Kennel and training aids for one dog

FRIENDS OF STEEL PAWS: \$500 (NO LIMIT)

- Recognition on select marketing materials day of event
- Social Media Promotion
- Up to 2 Event VIP tickets offered at discounted rate of 50%
- This sponsorship will help provide critical supplies and food for a dog

CONTACT:

*For additional information, contact us at
ashley@steelhandsbrewing.com*

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