

Sand in the City[®]

A Team-Building, Fundraising
Sand Sculpture Competition for
Your Company or Organization!

Benefiting



**new
leash
on life**

newleashonline.org

Aug. 15-23, 2014 at the
Wilson County Fair in Lebanon, TN

The
Olympian



Just what is Sand in the City®?

Sand in the City® is the ultimate Sand Sculpture Contest for companies, churches, schools, student organizations, universities, etc., that will benefit New Leash on Life, a 501(c)3 non-profit organization dedicated to improving the welfare of companion animals in our community.

Far beyond your typical ropes course or corporate retreat, participation in Sand in the City®:

- Is a FUN, ONE-OF-A-KIND EXPERIENCE!
- Encourages employee teamwork and problem solving skills
- Strengthens creativity and “out of the box” thinking
- Enhances a sense of organizational pride
- Benefits New Leash on Life, which is dedicated to improving the welfare of companion animals in our community through shelter, placement, low cost spay/neuter services, education and awareness. Learn more at www.newleashonline.org

How does it work?

- Teams of 12 to 30 pay an entry fee
- Each team is paired with an architect or engineer
- Teams are given sand sculpture training
- Teams compete for prizes, such as Judges’ Picks, Best Designer and the Coveted People’s Choice Award
- Proceeds raised benefit New Leash on Life,

What are the benefits to having a team?

- You strengthen your workforce
- You get unparalleled community exposure throughout Middle Tennessee by being at the largest fair in the state with an average daily attendance of over 65,000
- You show your support for New Leash on Life

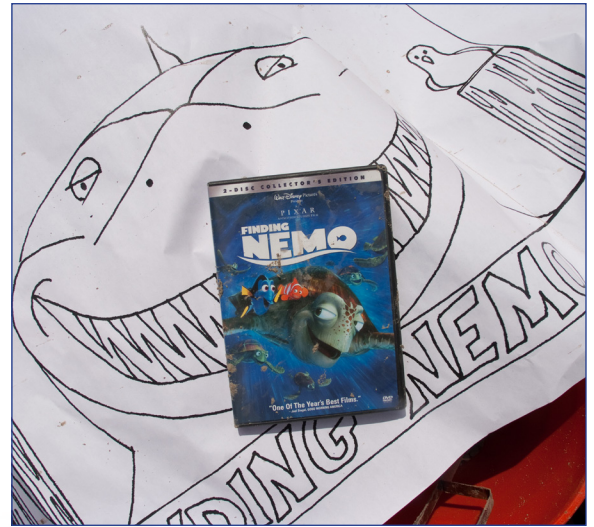


Never Built a Sand Castle Before? No problem!

It starts with your IMAGINATION!

A farmer planting crops, an old pair of boots, fried green tomatoes ... if you can dream it – and tie it into the 2014 theme of the Wilson County Fair, which is “Farmers, Boots and Country Roots” and “The Year of the Tomato.”

Every team is paired with a professional architect or engineer to design their creation. From there, teams attend 2 training sessions with a professional sand sculptor to learn the tricks of the trade, as well as coaching the day of the contest!



Then comes the sand!

Before the competition, all team members are invited to attend a Kickoff Party where they will meet other teams, network, discuss strategy and get excited!

On the afternoon of the first day of the Wilson County Fair, each team receives their 8-ton pile of sand and 6 hours to build their sculpture. T-shirts, lunches and plenty of guidance from professional sand sculptors flown in from around the country are all included.



Then the competition begins!

On Friday evening, the winners of the Judges' Awards will be announced, and the competition will begin in earnest for the coveted People's Choice Award to be presented on the last day of the Fair.

Throughout the week of the Fair, hundreds of thousands of attendees will be able to come by, view the sculptures and by making donations, vote for their favorite. The team whose sculpture raises the most money will have bragging rights for the next year!



Join the Fun and Enter a Team!

**Teams are not expected to be artists.
Most have no experience, and that's fine.**

What they do need is:

- The support of the company, including being paid when attending the Sand Sculpting 101 & Hands in the Sand, Practice Session and the day of the competition
- Enthusiasm and a playful, fun attitude
- A desire to enhance team building and creative thinking skills
- And most importantly – a desire to play in the sand!

Teams (consisting of 12-plus members) receive:

- **2 Training Sessions**, led by a nationally recognized Master Sand Sculptor, including:
 - » Sand 101 & Hands in the Sand Training - Your team learns the basics of sand sculpting and creates a mini sculpture (2 hours - June 18 or 19)
- **A local architect or engineer** will be assigned to draft your design and to serve as a full member of your team. He or she will:
 - » Help you realize your vision
 - » Keep the team inside 5 cubic yards of sand and their 15 x 15 foot area
 - » Will be there the day of sculpting to help
- **Practice Session** - Your team receives valuable hands-on instruction from a Master Sand Sculptor while practicing carving your sculpture design (4 hours - July 24, 25 or 26)



- **A professional sculptor** available to coach your team the day of the event
- **T-shirts and meals** for the team members on competition day
- **Tickets for every team member** to attend the Official Kick Off Party
- **Community Awareness & Marketing Exposure**, including a team sign with your sculpture, company name on all official t-shirts and posters, and a strong presence on New Leash on Life's web page at www.newleashonline.org and all of its social media sites, as well as lots of media coverage from area newspapers, magazines and TV stations.

Sponsorship, Team & Corporate Citizen Benefits

Why get involved?

What event is worth putting my company name on?

And what benefits do I actually receive?

These are the questions every sponsor weighs with every sponsor proposal.

Sand in the City® offers something a little different. More than just an event that people show up to, Sand in the City® becomes a community building event, just like its host, the Wilson County Fair, which is the largest fair in the state of Tennessee. People will put Sand in the City® on their calendars months ahead of time. They will post to their blogs about it, and it'll become an annual part of the company newsletter.

Sand in the City® and the Wilson County Fair delivers:

- **Crowds** – Over 500,000 people attend the Wilson County Fair, presented by your Middle Tennessee Ford Dealers, each year ([Click here for more information about the Wilson County Fair](#))
- **Media Coverage** – 30 to 90 minutes of TV coverage, as well as front page photos and articles in area newspapers because there is nothing else like it in the state
- **Business to People** – There are 10-plus companies and organizations involved in Sand in the City®. Got a message for them? You'll have a table at the site of your sculpture to hand out information about your business or organization throughout the fair.
- **Team Building** – As a sponsor, you also get a team. Prepare yourself for some very motivated employees.
- **Tax Deductions** - 501(c)3 tax deduction.
- **Good Corporate Citizen** – When was the last time your good works were in front of over a half a million people over 9 days and you received 30 to 90 minutes of TV coverage?
- **New Leash on Life will earn your money, not beg for it** – How many requests for donations do you get a day? When was the last time a non-profit organization asked to earn your money, not beg for it? If you like earners, invest. You'll be giving a hand up, not a hand out.

When was the last time a non-profit organization gave your business or organization four strong benefits with a single event? With Sand in the City®, you get **Sponsor Benefits, HR Team Benefits, Good Corporate Citizen Benefits and Tax Benefits** all while benefiting a great organization – New Leash on Life.

The real question is, “What benefits do you want?” Help us define how you can get the maximum benefit from Sand in the City® for your company.



A Brief History of New Leash on Life

[New Leash on Life](#) is dedicated to improving the welfare of companion animals in our community through shelter, placement, spay/neuter, education and awareness.



new leash on life
newleashonline.org

Our goals include the following:

- To educate the public about the importance of having their pets spayed or neutered, and to provide low or no cost surgeries for those in need.
- To shelter and provide care for stray, abused, or relinquished animals.
- To educate the general population about the seriousness of pet overpopulation.
- To end euthanasia as a means of controlling pet overpopulation.
- To find good homes for the animals in our care.

Our hope for the future is that there will be no unwanted, unloved or abandoned companion animal. We will continue with our aggressive spay/neuter campaign and our owner education programs in the hopes that any pet ever adopted will find a permanent, loving home.

We believe that with the involvement of our community we will make a significant impact on the welfare of companion animals, but we need your help and understanding. Together, we will make the difference.

Our History

New Leash on Life (NLOL) was formed in July 1978 under the original name of the Humane Association of Wilson County by a group of caring individuals dedicated to end the suffering of abandoned and unwanted pets in Wilson County.

In October 1978, we became incorporated and began our goal of obtaining funds to build an animal shelter. Our 501(c)3 status was granted on May 28, 1980. In late 1982, our first successful capital campaign was launched, and in July 1983, we opened our current adoption center.

Recognizing the importance of spay/neuter in solving pet overpopulation and homelessness, we began operating the first mobile spay/neuter clinic in Tennessee in 2000. The Spay Station provides spay/neuter services to qualified low-income pet caretakers in rural Tennessee who might otherwise be unable to afford these services. We provide these services at no cost to the pet caretaker. And in 2008, we opened the doors of Fix For Life, a low-cost, high-quality Humane Alliance-model spay/neuter clinic. To date, all our spay/neuter programs combined have sterilized well over 50,000 animals.

By 2003, it became apparent that the structure, size and aging condition of our Adoption Center hindered our ability to meet the demand and health of our animals. Over the next few years, research and planning efforts led to the development of a strategic plan, which included the hire of an executive director and the formation of a timeline for the completion of a capital campaign.

New Leash on Life is an animal welfare organization that operates a limited admission shelter as well as a wide range of programs that benefit both companion animals and residents in the area.



Reviews for New Leash On Life - Middle Tennessee Animal Welfare Organization



Karin Hubbard

★★★★★

I adopted my girl Taters, a St. Bernard/Great Pyrenees mix from here. She just turned two. What a wonderful experience in working with this shelter. Go get your new best friend from them today. Your life will be blessed and enriched.

Unlike · about a month ago

👍 New Leash On Life - Middle Tennessee Animal Welfare Organization and 3 others like this.



Kristi Holbrook

★★★★★

I got one of the best dogs I have ever owned through adoption here, my Border Collie, Sophie!

Unlike · Comment · about a month ago

👍 New Leash On Life - Middle Tennessee Animal Welfare Organization and 3 others like this.

Write a comment...



Deborah Shelton

★★★★★

Wonderful, I adopted my beloved Husky/Malamute, Tabatha in April of 2003. Many dedicated hard working volunteers. Have visited since and donated, wonderful staff!

Unlike · Comment · about 3 months ago

👍 New Leash On Life - Middle Tennessee Animal Welfare Organization and 2 others like this.

Write a comment...



Donna Webber Booker

★★★★★

Thanks to everyone for taking care of kobe this week ! Yall do great work:)

Like · on Thursday

A Brief History of Sand in the City®

Bert Adams, the founder of [Sand in the City®](#), entered his first sand contest with his brother and four friends at the Carmel Beach Sand Castle Contest. They took first place – the coveted “Golden Shovel.”

In 1990, Bert got a copy of the book, “The Art of Sand Castling,” which included a listing of several contests within close driving distance. Bert started recruiting friends to be on teams and teaching those friends sand sculpture techniques.

In 1993, while volunteering as a raft guide for Inner City Outings, (part of the Sierra Club), Bert got the idea of hosting a sand sculpture contest as a fundraiser. He matched an non-profit organization that had willing teammates with a master sculptor with talent to a sponsor with money.

The first year 13 teams earned a total of \$16,000. ICO won the contest. Sponsored by Kellogg’s, the sculpture was of an eight-foot tall Tony the Tiger paddling a 25-foot long river raft with a spoon. In the front of the boat were Snap, Crackle and Pop. On the side the boat was the Kellogg logo, and the other side the ICO logo.

ICO won \$1,000 from the contest, \$5,000 from Kellogg’s, and they got the front cover of the Peninsula section of the San Francisco Chronicle the next day. Kellogg’s loved it.

In 1995, Bert moved near Portland, Ore., with an electronics company. There, he was contacted by a local non-profit organization about helping with a sand sculpture contest they wanted to try.

Bert took his knowledge of sand sculpture contests, teaching sand sculpture technique, ropes course team building and delivering publicity to sponsors, and gave birth to Sand in the City®.

Since then, Sand in the City® has netted millions of dollars for the non-profits involved.



Bert Adams, founder of Sand in the City®



To Learn More, Here's How to Contact Us

To learn more about [Sand in the City®](#) at the [2014 Wilson County Fair](#), presented by your Middle Tennessee Ford Dealers, in Lebanon benefiting New Leash on Life, contact either:

Angela Chapman
President, NLOL Board of Directors
(615) 418-7003
angelachapman@live.com

OR

Amelia Morrison Hipps
Marketing & Fundraising Consultant
(615) 442-8667
amelia@newleashonline.com

We would love to schedule a time to come meet with you in person about this exciting opportunity!

Come join the fun and support a great organization at the same time!

Want to see Sand in the City® in action? Head to these links:

- ▶ Omaha Sand in the City - YouTube
- ▶ Sand in the City-Overview - YouTube
- ▶ Sand in the City - Week Of - YouTube
- ▶ Sand in the City 2011 - Competition Day - YouTube
- ▶ Sand In The City 2013 - YouTube
- ▶ Sand in the City KC - YouTube
- ▶ Sand in the City® Olympia '07 - YouTube
- ▶ Sand in the City® Comcast '06 - YouTube
- ▶ Sand in the City® Portland '97 - YouTube
- ▶ Yoshida's Sand in the City Promotional Video - YouTube



Come play in the sand with us on Aug. 15, 2014 at the Wilson County Fair! The cats, dogs, staff and volunteers at New Leash on Life will be eternally grateful for your support!