



## Corporate Sponsorship Opportunities

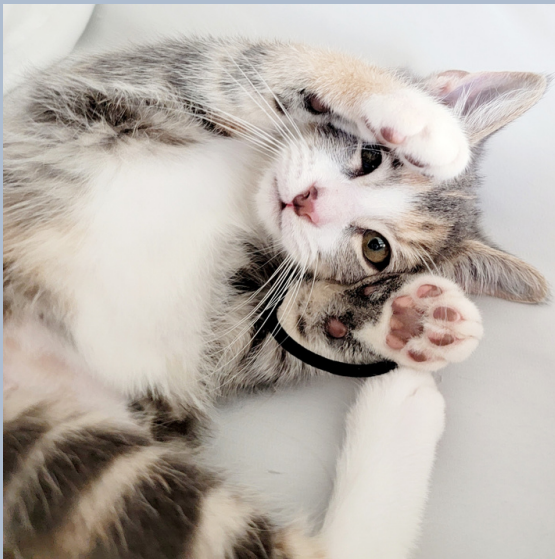


The Charlottesville Albemarle SPCA (CASPCA) mission is to advance the compassionate treatment of animals by providing sheltering, medical care, and behavioral services for dogs and cats; prompting permanent, caring homes; and furthering education and outreach.

CASPCA is a section 501(c)3 non-profit charitable organization

# Who We Are

Through our activities and programs, as well as our partnerships with businesses and organizations, we have heightened public awareness about animal shelters and animal care, as well as engaged civic leader, educators, and community leaders. We have served as a network hub for the central Virginia community and have become the go-to resource for animal education throughout the region.



# Why Support

The Charlottesville Albermarle SPCA welcomes every animal that comes through our doors, and we are committed to not only saving their lives, but trying to give them a second chance to find their forever home with a new family. Your contributions are critical for the thousands of animals that will enter our care this year. Sponsors have the unique opportunity to help us with this initiative and reach hundreds of animal -loving people and their pets.

# Who We Reach

- 33,000 + Facebook followers with posts reaching over 460k YTD
- 10,000 + Instagram followers with posts reaching over 34k YTD
- 1,000,000 + website views
- 18,000 email newsletter subscribers
- 19,000 + visit the CASPCA adoption center each year

# What We Do

## Compassionate Care Clinic

We are passionate about making high quality pet healthcare available, accessible and affordable to as many in our community as possible. Our Compassionate Care Clinics are available to those who qualify for public assistance.



## Microchip Clinics

One in three pets will lose their way in their lifetime. Without identification, 90% will not return home. Once a month we offer microchip services to our community pets.

## Additional Services

Lost and Found Services - Reclaim your pet if they have found their way to us.

Pet Food Pantry - Pet owners in need of help feeding their pets can pick up cat and dog food at our facility.

Cremation Services - With compassionate hearts, our staff will take your beloved companion and treat them with the utmost respect.

## Animal to Family

We take pride in our ability to unite a family! Adoption is our core goal with every animal that comes through our doors. Working closely with adopters is a skill and an adventure that we are proud to be successful at.

## Spay & Neuter Clinic

Each year we take in several thousand dogs and cats in need of rehoming. Spaying or neutering your pet helps prevent additional unwanted litters in our community. This CASPCA program is a vital initiative to decrease pet overpopulation, with the goal to be less homeless animals.

## Foster Program

Hundreds of animals are given a new chance thanks to the love and compassion of our foster families. Our welcoming veterinary animal care staff cannot provide the security and warmth of a home, which is why the foster family program families are our heroes. All of the foster animals receive full medical benefits through our clinic. We provide all supplies and medication as needed.







### ***Special Benefits***

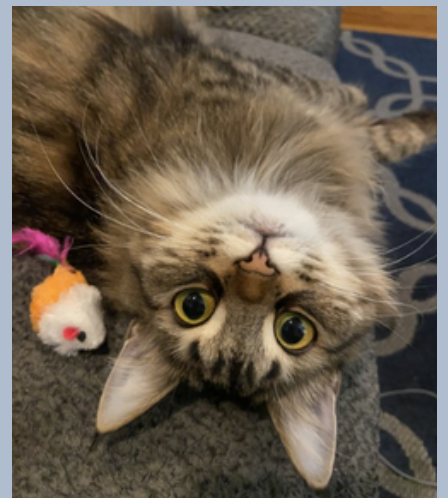
- Your name on one dog kennel and one cat enclosure for the year
- Two “proud sponsor” posts on social media

### ***Year Round CASPCA Brand Recognition***

- Logo on digital banner in CASPCA lobby
- Logo recognition in ten Sunday Smile newsletters
- Logo recognition in four CASPCA newsletters
- Logo and link on CASPCA website

### ***CASPCA Special Event Experience & Exposure***

- Name recognition in special event thank you email
- Name recognition in special event t-shirts
- Name recognition on special event promotional materials





### ***Special Benefits***

- Your name on two dog kennels and two cat enclosures for the year
- Four “proud sponsor” posts on social media

### ***Year Round CASPCA Brand Recognition***

- Logo on digital banner in CASPCA lobby
- Logo recognition in twenty Sunday Smile newsletters
- Logo recognition in six CASPCA newsletters
- Logo and link on CASPCA website



### ***CASPCA Special Event Experience & Exposure***

- Logo on special event promotional materials
- Recognition in special event thank you email
- Logo on special event t-shirts
- Table at a signature special event







### ***Special Benefits***

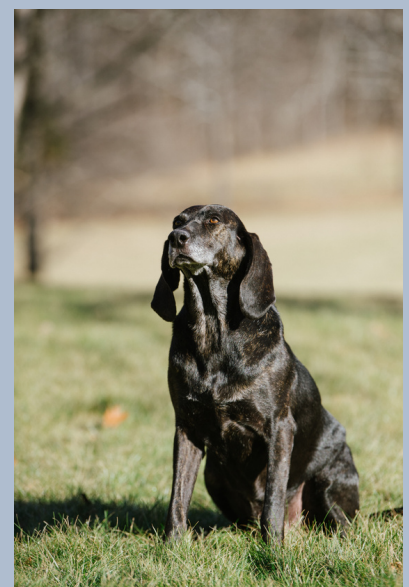
- Your name on three dog kennels and two cat enclosures for the year
- Four "proud sponsor" posts on social media

### ***Year Round CASPCA Brand Recognition***

- Logo on digital banner in CASPCA lobby
- Logo recognition in twenty Sunday Smile newsletters
- Logo recognition in six CASPCA newsletters
- Logo and link on CASPCA website

### ***CASPCA Special Event Experience & Exposure***

- Logo on special event promotional materials
- Recognition in special event thank you email
- Logo on special event t-shirts
- Table at a special event





### ***Special Benefits***

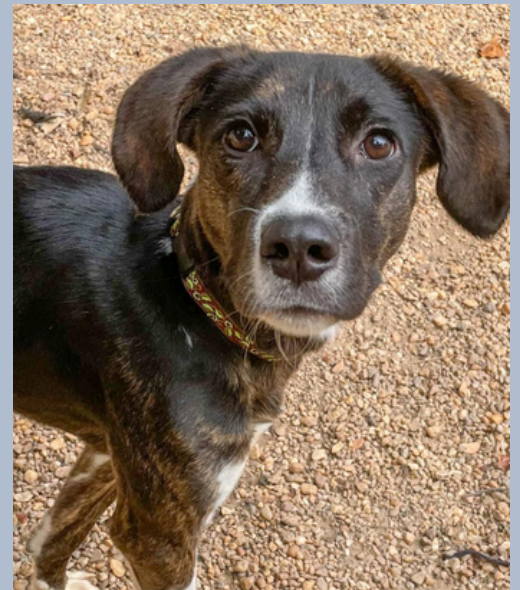
- Your name on three dog kennels and two cat enclosures for the year
- Your name on one courtyard park
- Opportunity for a “behind the scenes” tour of the CASPCA facility
- Recognition in one radio ad
- Three “proud sponsor” post on social media

### ***Year Round CASPCA Brand Recognition***

- Logo on digital banner in CASPCA lobby
- Logo recognition in thirty Sunday Smile newsletters
- Logo recognition in eight CASPCA newsletters
- Logo and link on CASPCA website

### ***CASPCA Special Event Experience & Exposure***

- Logo on special event give away items
- Logo on special event promotional materials
- Recognition in special event thank you email
- Logo on special event t-shirts
- Table at special event







### ***Special Benefits***

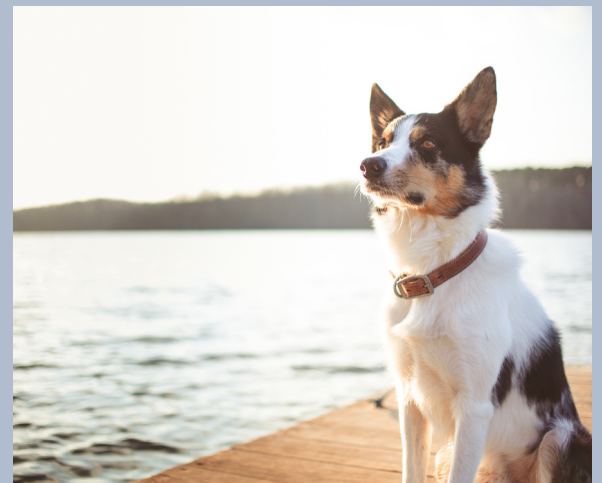
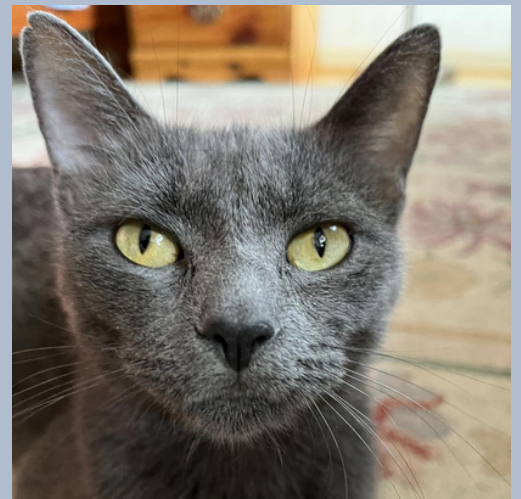
- Your name on six prominently placed dog kennels and cat enclosures for the year
- Your name on one adoption room
- Your name on one courtyard park
- Opportunity for a behind the scenes tour of the CASPCA facility
- Opportunity for a meet and greet with CASPCA vet specialists and CASPCA executives
- Recognition in two local TV spots
- Recognition in three radio ads
- Five “proud sponsor” post on social media
- Co-branded Step and Repeat in CASPCA lobby for weekly adoption photos to be featured on social media

### ***Year Round CASPCA Brand Recognition***

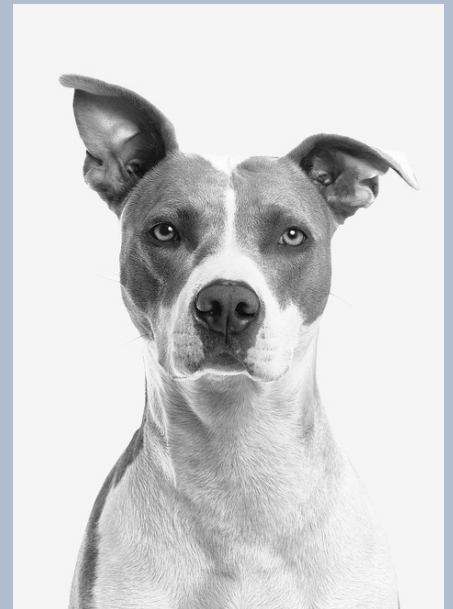
- Logo on digital banner in CASPCA lobby
- Logo recognition in forty Sunday Smile newsletters
- Logo recognition in ten CASPCA newsletters
- Logo and link on CASPCA website

### ***CASPCA Special Event Experience & Exposure***

- Logo on special event give away items
- Logo on special event promotional materials
- Recognition special event thank you email
- Logo on special event t-shirts
- Table at a special event







### ***Special Benefits***

- Adoption lobby naming rights for the year
- Opportunity for four behind the scenes tours of the CASPCA facility
- Opportunity for a meet and greet with CASPCA vet specialists and CASPCA executives
- Announcement as adoption facility sponsor in press release
- Recognition in four local TV spots
- Recognition in three radio ads
- Ten "proud sponsor" post on social media
- Co-branded Step and Repeat in CASPCA lobby for weekly adoption photos to be featured on social media

### ***Year Round CASPCA Brand Recognition***

- Logo on digital banner in CASPCA lobby
- Logo recognition in all Sunday Smile newsletters
- Logo recognition in all monthly CASPCA newsletters
- Logo and link on CASPCA website
- Logo on CASPCA branded tent at adoption events

### ***CASPCA Special Event Experience & Exposure***

- Logo on special event give away items
- Logo on special event promotional materials
- Logo on step & repeat at special events
- Recognition in special event thank you email
- Logo on special event advertising
- Logo on special event t-shirts
- Table at a special events

