

NORTH SHORE ANIMAL LEAGUE AMERICA

north shore
animal league
america

walk & wag

SEPTEMBER 2021

SPONSORSHIP OPPORTUNITIES



**JOIN US AND BE
A LIFESAVING CHAMPION!**



north shore
animal league
america

WHAT WE DO



Since 1944, North Shore Animal League America has been saving the lives of defenseless dogs, cats, puppies, and kittens — over **1,100,000** to date. We have an unwavering commitment to our mission to Rescue, Nurture, Adopt, and Educate.

- Animal League America is the world's largest no-kill animal rescue and adoption organization
- A leader in the no-kill movement, rescuing and rehabilitating animals instead of euthanizing them
- An innovator in animal welfare to create a more sustainable world for all companion animals
- A strong voice, elevating the status and promoting the acceptance of mixed-breed animals — Mutt-i-grees® — through advocacy and education
- A collaborative organization that has built a national network of shelter and rescue partners
- A trusted source for information, education, and resources that increase adoptions and enhance the lives of adopters and their pets
- Creator of a world-class humane education program

OUR IMPACT



The lives of more than **1,100,000** animals have been saved since 1944



In a single year, our medical staff performs **58,000** exams and vaccinates **65,000** animals to help prevent disease



Every year, we place nearly **18,000** pets into loving homes



Our Mutt-i-grees® Curriculum reaches more than **5,000** schools/libraries to create future generations of informed and empathetic adopters



We are teamed up with more than **2,000** shelter partners around the world to save lives



We have **300** volunteers who have dedicated more than **82,000** hours to our lifesaving mission

WHY GET INVOLVED



In addition to the satisfaction of knowing they are helping animals in need, we promote our sponsors and acknowledge our donors whenever possible leading up to, during, and after all of our events.

Marketing Reach:

> Social Media:

 **2,600,000**

 **140,000**

 **62,000**

> Email Reach: **1,500,000**

> Website Hits: **225,000** monthly visits to Animal League America's homepage

> Paw Prints Quarterly Newsletter: Distribution of **180,000** households per issue

> Geo-targeted national print and radio outreach throughout the United States

> Relationships with national affiliates across the country and a regular presence on major networks and news coverage on local, regional, and national levels. These include:

- *The Rachael Ray Show*
- *Good Morning America*
- Hallmark
- *The Today Show*
- *Today with Hoda & Jenna*
- *Good Day New York*
- *PIX11 News Morning Show*
- BuzzFeed
- and many more!

SOME OF OUR CORPORATE SUPPORTERS:





ABOUT WALK & WAG

Be a part of our lifesaving mission and join us for Walk & Wag**! Now in its fifth year, Walk & Wag encourages animal-loving communities nationwide to get active while raising critical funds for our no-kill mission. Leash up your pup, choose your date, location, and distance...and get wagging! We encourage all who register to participate in fun contests, qualify for fundraising prizes, and take part in activities along the way! All participants will be asked to share their story on social media and tell us why they joined Walk & Wag – whether it's for their furry pal, in memory of a devoted animal lover, or for animals EVERYWHERE!

We are counting on our corporate friends and donors to consider showing their dedication to saving homeless pets – either by sponsoring this lifesaving event or by forming a team to help raise funds!

NEW HIGHLIGHTS FOR 2021:



Virtual Vendor Village:

As an additional sponsor benefit, we are holding a Virtual Vendor Village – this village allows sponsors to share information about their products, provide discount codes, and show the animal-loving community that they are committed to our no-kill mission. Opportunities to participate are included on the next page.



5K:

We are excited to announce that we are introducing a 5k for our Walk & Wag runners! Participants who raise a minimum of \$250 and share proof of their run using the Wooftrax app (or other fitness app of choice), will receive a Team Animal League running singlet and a medal. Runners will be eligible for all of the same contests, prizes and activities as our walkers. We are looking for a special 5k Presenting Sponsor to help support these dedicated fundraisers complete their run!



Auction:

New to this event, will be a Silent Auction which allows us to raise even more lifesaving funds. Auction items up for bid will include items not just for humans, but for our furry family members too! We are accepting auction donations from sponsors and donors. Those who contribute will be acknowledged on our auction website.

**For the safety of our walkers, runners, volunteers and staff, Walk & Wag may be all virtual for 2021.

WALK & WAG SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR - \$50,000 (One Available)

- Acknowledgment as Presenting Sponsor of the event in all promotional materials
- Tagged in social media posts
- Company or donor name as Presenting Sponsor in eNews Monthly Newsletter (sent to 1,500,000 individuals)
- Video message from Presenting Sponsor to be played during the event explaining why you support North Shore Animal League America's no-kill mission on Walk & Wag's homepage (225,000 monthly visits to Animal League America's homepage)
- Company or donor name on Save the Date Postcard to 15,000 (logo by 7/1)
- Company or donor name on all promotion including print advertisements
- Company or donor name in Paw Prints Quarterly Newsletter (distribution to 180,000 households per issue)
- Included on all flyers given to adopters and used for other promotional opportunities
- Included on posters that will be hung in our adoption and medical centers
- Opportunity to include a giveaway or flyer in virtual walker/5k prize package
- Option to provide a contest giveaway item
- Company or donor name listed as Presenting Sponsor on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Company or donor's team highlighted in a weekly walker/5k email
- Inclusion on the Sponsor slide on promotional videos used on our website, in emails, etc.
- Listed as Presenting Sponsor in all weekly walker/5k emails (series of 8 emails)
- Included as Presenting Sponsor on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



TOP DOG SPONSOR - \$25,000

- Company or donor name in all promotional materials
- Company or donor name on Save the Date Postcard to 15,000 (logo by 7/1)
- Company or donor name on all promotion including print advertisements
- Company or donor name in Paw Prints Quarterly Newsletter (distribution to 180,000 households per issue)
- Included on all flyers given to adopters/used as promotion
- Included on posters that will be hung in our adoption and medical centers
- Option to provide a contest giveaway item
- Opportunity to include a giveaway or flyer in virtual walker/5k prize package
- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Company or donor's team highlighted in a weekly walker/5k email
- Inclusion on the Sponsor slide on promotional videos used on our website, in emails, etc.
- Company or donor name listed in all weekly walker/5k emails (series of 8 emails)
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



2020 Virtual Walk & Wag's t-shirt

WALK & WAG SPONSORSHIP OPPORTUNITIES CONTINUED



PROUD PUP SPONSOR- \$10,000

- Company or donor name in Paw Prints Quarterly Newsletter (distribution to 180,000 households per issue)
- Included on all flyers given to adopters/used as promotion
- Included on posters that will be hung in our adoption and medical centers
- Option to provide a contest giveaway item
- Opportunity to include a giveaway or flyer in virtual walker/5k prize package
- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Company or donor's team highlighted in a weekly walker/5k email
- Inclusion on the Sponsor slide on promotional videos used on our website, in emails, etc.
- Company or donor name listed in all weekly walker emails (series of 8 emails)
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



"PET OF THE WEEK" SPONSOR - \$7,500 (One Available)

- Listed as "Pet of the Week" sponsor on all weekly walker/5k emails (series of 8 emails)
- Company or donor name in Paw Prints Quarterly Newsletter (distribution to 180,000 households per issue)
- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Inclusion on the Sponsor slide on promotional videos used on our website, in emails, etc.
- Company or donor name listed in all weekly walker emails
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



5K PRESENTING SPONSOR - \$5,000 (One Available)

- Listed as 5k Presenting Sponsor on all weekly walker/5k emails (series of 8 emails)
- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Inclusion on the Sponsor slide on promotional videos used on our website, in emails, etc.
- Company or donor's team name listed in all weekly walker/5k emails (series of 8 emails)
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village

WALK & WAG SPONSORSHIP OPPORTUNITIES CONTINUED



TAIL-WAGGING SPONSOR - \$5,000

- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Inclusion on the Sponsor slide on promotional videos used for on our website, in emails, etc.
- Company or donor name listed in all weekly walker/5k emails (series of 8 emails)
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



PLAYFUL POOCH SPONSOR - \$2,500

- Company or donor name listed on event homepage that links to company's website (225,000 monthly visits to Animal League America's homepage)
- Company or donor name listed in all weekly walker/5k emails (series of 8 emails)
- Company or donor name on T-shirt (logo by 8/1)
- Booth in the Virtual Vendor Village



VIRTUAL VENDOR VILLAGE - \$1,000

- Company or donor name listed in all weekly walker/5k emails (series of 8 emails)
- Booth in Virtual Vendor Village



FORM A WALK & WAG TEAM

- Form a team and ask colleagues, family members, and friends to join you. All registered walkers can participate in fun contests, qualify for fundraising prizes, and take part in activities. Great option for corporate morale and employee team building!



2019 Virtual Corporate Team, DMP



PROVIDE ITEM FOR AUCTION OR CONTEST

- Mention as auction or contest donor on event's auction website

PAYMENT INFORMATION

Enclosed is my investment of \$ _____ for the following Walk & Wag Sponsorship(s):

- Presenting Sponsor (one available) - \$50,000
- Top Dog Sponsor - \$25,000
- Proud Pup Sponsor - \$10,000
- "Pet of the Week" Sponsor (one available) - \$7,500
- 5k Presenting Sponsor (one available) - \$5,000
- Tail-Wagging Sponsor - \$5,000
- Playful Pooch Sponsor - \$2,500
- Virtual Vendor Village - \$1,000
- Form a Team
- Auction/Contest Donor

We/I am donating _____ for the Walk & Wag's Auction/contests.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

- Yes, I would like to make a tax-deductible donation in the amount of \$ _____ to help support NSALA's no-kill mission to save the lives of countless dogs, cats, puppies, and kittens.

If you wish to use a credit card, please complete the following:

Name on Credit Card: _____ Signature: _____

- Visa MasterCard American Express Discover

Card Number: _____ Expiration date: _____ Code: _____

To email response or for questions contact: events@animalleague.org or call 516.373.3235

To mail response: North Shore Animal League America
ATTN: Events, 16 Lewyt Street, Port Washington, NY 11050

Please note no food or kitty litter may be promoted through any of our events (treats are acceptable).
Sponsors cannot promote items/services that conflict with NSALA's mission and practices.