



2021 Sponsorship Packet

Connecting our community



Cape Ann Animal Aid
Christopher Cutler Rich
ANIMAL SHELTER



Cape Ann Animal Aid

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ANIMAL SHELTER

2021 SPONSORSHIP PACKET

Greetings,

Cape Ann Animal Aid is a non-profit, no-kill organization dedicated to facilitating appropriate placement of adoptable animals and enhancing the lives of all companion animals by promoting respect and well-being through education and outreach. As a well-recognized organization in the North Shore community, we invite you to become a part of our animal life-saving work as a sponsor of our 2021 programs and outreach.

There are several opportunities available and your financial support underwrites the cost of important programs. This is a wonderful and meaningful chance for your company to support our mission, save animal lives, celebrate the special magic of the human-animal bond, and involve the greater community in mutually beneficial ways.

This packet includes information about our life-saving programs and other ways that we bring our community of supporters together. Your sponsorship can also be customized to fit your specific initiatives. We recognize that your marketing and community support efforts are unique; customization is always available.

On behalf of Cape Ann Animal Aid, I sincerely look forward to welcoming your company as a 2021 sponsor. **Please complete and return the enclosed Sponsorship Reservation Form to Jennifer Dobson at development@capeannanimalaid.org to begin the 2021 partnership.** Thank you in advance for your support of Cape Ann Animal Aid in the coming year.

Sincerely,

Sunniva Buck
Executive Director
Cape Ann Animal Aid
978-283-6055 x11 | sbuck@capeannanimalaid.org

Social Media



- 13,019 followers
- 27,600 post impressions



- 5,423 followers
- 8,345 post impressions



- 990 followers
- 10,800 tweet impressions



Website

- 17,333 average unique page views per month
- Most popular pages
 - Adoptable Dogs
 - Adoptable Cats



Reach

- 10,300 mail subscribers
- 9,585 mailing list subscribers
- 133 active volunteers





WINTER BALL presents Tails of Summer Love

FEBRUARY- JUNE 2021

The Cape Ann Animal Aid annual Winter Ball event is a North Shore favorite and our largest fundraising event each year, bringing together our community of animal lovers, small businesses and generous supporters. Last year, this event raised over \$85,000 for homeless animals! Although we are not able to gather in person this year for our life-saving event, we are committed to raising these crucial funds with **Winter Ball presents Tails of Summer Love**.

To help us reach our goal for 2021, a small group of dedicated supporters have already stepped forward to host smaller outdoor fundraising gatherings with friends and family as we approach warmer weather in 2021. In addition to these more intimate parties, we will also be reaching out to our supporters through stories of love and adoption that occurred in 2020 and how Cape Ann Animal Aid helped our community heal during a difficult year. **With over 4 months of targeted print and digital marketing, you can showcase your company's support and enthusiasm by making possible hundreds of new stories of love in 2021 and beyond!**

	RECOGNITION
PRESENTING \$5,000	Recognized as 'Presenting Sponsor': <ul style="list-style-type: none"> • Logo and link on event webpage • Logo printed on small party Winter Ball sign used at each party. • Featured in all event Facebook & Instagram posts • Logo and link in 4 CAAA Monthly E-Newsletters • Logo on the digital and mailed invitation • Logo included in CAAA created <i>Fund the Need</i> video • Company created <i>Why We Support</i> video shared on site & 2 social media posts
GOLDEN PAW \$2,000	<ul style="list-style-type: none"> • Logo on event website • Included in 4 monthly Facebook & Instagram posts • Logo and link in 2 CAAA Monthly E-Newsletters • Logo on digital event invitation
SILVER PAW \$500	<ul style="list-style-type: none"> • Name on event website • Included in 1 Facebook and Instagram post • Name in 1 CAAA Monthly E-Newsletter • Name in digital event invitations
BRONZE PAW \$250	<ul style="list-style-type: none"> • Picture of your pet, <i>in memory</i> or <i>in honor</i> of on event website • This can also be added to any sponsorship level above



RESCUE REUNION

JUNE 2021

We look forward to hosting this community favorite in person for 2021, if it is safe to do so. However, if we are not able to gather at this time we will move forward with our very popular Facebook event that was created in 2020. This week-long online event saw an amazing attendance of 400+ group members actively engaging and sharing their own stories of adoption with each other. Due to the popularity of this 2020 Facebook event, we will be adding the online component whether we are gathering in person or not. **You can be part of our Rescue Reunion through email invitation, social media, and website marketing.**

The annual Rescue Reunion is a celebration of pet adoption and an opportunity for adopters to reunite and reconnect with Cape Ann Animal Aid staff and volunteers -- and possibly meet their animals' original rescuer from Texas, Puerto Rico, Georgia, and beyond! This event normally takes place at beautiful Stage Fort Park in Gloucester, MA and features vendors, community booths, a food truck, games and prizes. Attendees are animal owners and lovers, eager to connect with local businesses that share their passion for dogs and cats.

	BOOTH	GOODIE BAGS	DIGITAL/PRINT RECOGNITION
PRESENTING \$2,000	10'x10' space (in person event)	Samples literature, or coupons included in 200 goodie bags	Recognized as 'Presenting Sponsor': <ul style="list-style-type: none"> • Logo and link on event website, digital invitation, newsletter • Logo on event signs/banner (in person event only) • Recognized in event press release • Featured in 4 Facebook & Instagram posts • Branded sponsorship of two transported animals in 2021 (Recognition on social media/individual adoption bios)
GOLDEN PAW \$1,000	10'x10' space (in person event)	Samples, literature, or coupons included in 200 goodie bags	<ul style="list-style-type: none"> • Logo on signs/banner (in person event only) • Mentioned in 2 Facebook & Instagram posts • Business name with link on event website
SILVER PAW \$500			<ul style="list-style-type: none"> • Name on event website • Name on signs/banner (in person event only) • Mentioned in 1 Facebook & Instagram posts
BRONZE PAW \$250			<ul style="list-style-type: none"> • Picture of your pet, <i>in memory</i> or <i>in honor</i> of on event website • This can also be added to any sponsorship level above



ADOPTION PROGRAM

Link your company to Cape Ann Animal Aid's mission to find loving homes for homeless animals. There are plenty of ways to engage with adopters who are eager to find animal-friendly businesses and resources to help them provide for their new family member!

	ADOPTION BOOKLET	DIGITAL/PRINT RECOGNITION
GOLDEN PAW \$2500	1/4 page coupon in adoption booklet, sent home with all adopters (1,500+ households)	<ul style="list-style-type: none"> • Company logo and link on adoption program webpage • Company will receive link/logo recognition in featured 4 social media posts highlighting adoptions activities throughout the year • Company name featured in 2 email newsletters
SILVER PAW \$1000	1/8 page coupon in adoption booklet, sent home with all adopters (1,500+ households)	<ul style="list-style-type: none"> • Company will receive logo recognition in 2 featured social media posts highlighting adoption activities throughout the year • Company name on adoption program webpage
BRONZE PAW \$500		<ul style="list-style-type: none"> • Company name on dog and cat adoption webpages for 2021 calendar year

Want to support a more specific adoption program? We are happy to customize a sponsorship option in support of any of these important programs:

SUPER SENIOR CATS

This program highlights the personalities of senior cats (age six and over) with a fun superhero theme and waives their adoption fee -- all in an effort to decrease the adoption wait time for senior cats. Average adoption wait time has dropped from 46 days to 14 days in four years as a direct result of this program!

SPIRIT CATS

This program helps shy cats find loving homes. Honest representation to potential adopters about the fact that their newly adopted cat may not be extremely social or comfortable with affection sets these cats up for ultimate success and matches them with the most suitable adopter.

EXTENDED STAY DOGS

This program gives overlooked adoptable dogs a boost by offering adopters special support to help address any behavioral or physical needs that may have lead to the dog's longer shelter stay. Examples include vouchers for post-adoption obedience classes, veterinary care, or specialty food.



VOLUNTEER & FOSTER PROGRAM

Cape Ann Animal Aid is proud to offer volunteer and foster care opportunities for individuals, families, businesses and community groups. Sponsorship of these popular programs provides a strong bridge between your company and important community strengthening efforts impacting humans and animal companions throughout Cape Ann.

Without the help of this dedicated volunteer force, Cape Ann Animal Aid could not do what it does for the animals and surrounding community. Sponsorship of this program demonstrates your company's commitment to the North Shore, investing in a program that not only helps animals in need find care and adoption, but also gives each volunteer the opportunity to learn about responsibility, pet care, and community regardless of age, socioeconomic status, or ability.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo printed (one-color) on the back of all volunteer t-shirts ordered in 2021 (these shirts are the required uniform for our volunteers) • Company will receive link/logo recognition in 4 featured social media posts highlighting volunteer program and activities throughout the year • Company name featured in 2 email newsletters • Company logo and link on volunteer program webpage
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company will receive logo recognition in 2 featured social media posts highlighting volunteer program and activities throughout the year • Company name on volunteer program webpage
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on volunteer program webpage



SHELTER MEDICINE PROGRAM

Veterinary care is a crucial component of a homeless animal's journey to finding a forever home. In 2020, Cape Ann Animal aid expanded its Shelter Medicine Program under our Shelter Medicine Department and we are proud to now provide almost all of the essential medical and surgical care on-site to shelter pets. Since our shelter doors opened in 1964, we have relied on the generosity of our area veterinary clinics to help us with most of our veterinary needs. Now, thanks to the generosity of our supporters that understand the tremendous impact on-site care can have on the health and well-being of an animal, we can help these animals within our own walls, reducing transporting logistics and stress on the animal.

Sponsorship of this program connects your business to our supporters each time we communicate about the medical needs of individual dogs and cats. Throughout the year we share stories of routine and special medical needs of our animals and their wonderful journey to adoption that bring our North Shore community together.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo and link on Shelter Medicine Program webpage for the 2021 calendar year • Company name featured in 2 email newsletters • Company will receive link/logo recognition in 4 featured social media posts highlighting program throughout the year.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company will receive logo recognition in 2 featured social media posts highlighting Shelter Medicine Program and activities throughout the year • Company logo on Shelter Medicine Program webpage
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on Shelter Medicine Program webpage



SAFE HARBOR PROGRAM

Cape Ann Animal Aid's Safe Harbor Program provides animal rescue transportation, in-state and out-of-state to our shelter. Animals transported from other areas within Massachusetts and beyond will find safe haven, essential medical care, nourishment, and a forever home when arriving at our Christopher Cutler Rich Animal Shelter.

Our supporters have been incredibly receptive to helping us save animals from higher at-risk states and bringing them to our wonderful North Shore community where they will surely have a better life. We take in cats and dogs not only from around Massachusetts but other parts of the United States and beyond that have extremely high euthanasia rates due to lack of spay and neuter practices and low adoption interest (areas like Georgia, Texas, Alabama, Tennessee, LA, Mississippi, Puerto Rico and Turks and Caicos)

Your sponsorship would align your business with this great program, showcasing the many times a year we travel and welcome scared, homeless animals into our care. Some travel very far to find a better life.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo and link on Safe Harbor Program webpage for the 2021 calendar year • Company name featured in 2 email newsletters • Company will receive link/logo recognition in 4 featured social media posts highlighting program throughout the year.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company will receive logo recognition in 2 featured social media posts highlighting this program and activities throughout the year • Company logo on Safe Harbor Program webpage
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on Safe Harbor Program webpage



OTHER PROGRAMS and EVENTS

There are several additional ways for your company to get involved! Please contact us if you're interested in sponsoring any of our other community programs or events:

SANDY MITCHELL CIRCLE OF FRIENDS EVENTS

Our bequest society is comprised of individuals who have named Cape Ann Animal Aid as a beneficiary in their will or estate plan. The society is named after Sandy Mitchell, a longtime friend and former board member who passed away in 2007. Legacy giving ensures the future of our organization. We will be promoting the Sandy Mitchell Circle of Friends throughout 2021 through print and digital formats.

NURSING HOME and FIRST RESPONDER VISITS

Volunteers take shelter dogs (and occasionally a kitten or two) to local nursing homes and emergency services facilities to visit with residents and staff. These visits deeply enrich the lives of our community members as well as exposing the animals to new people, experiences, and situations which helps them gain confidence and life experience. Sponsorship opportunities include recognition for supporting community outreach programs like these with social media, press release, and website recognition.

SPAY MAMA PROGRAM

Controlling pet overpopulation is important to Cape Ann Animal Aid. Through this program, we cover the cost of a spay surgery for cats and dogs that have recently given birth. The mother and her babies are fixed and the mother is returned to the owner while the puppies/kittens are adopted out through the shelter. Each individual situation is unique and we work closely with families to help stop cycles of unwanted litters being born in our community. Your company can sponsor the cost of care for a mom and babies moving through the Spay Mama Program, with social media, press release, and website recognition.



SPONSORSHIP RESERVATION FORM



COMPANY INFORMATION

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Website & Social Media

Website: _____

Facebook: <http://www.facebook.com/> _____

Instagram: <http://www.instagram.com/> _____

Twitter: <http://www.twitter.com/> _____

Credit Card

Charge Credit Card # _____

Amount of \$ _____ AmEx Visa Mastercard

Expiration Date _____ CVV _____ Billing Zip Code _____

Signature _____

To process credit card via phone, please call 978-283-6055 x23

Check

A check made out to "Cape Ann Animal Aid" is enclosed for the amount of \$ _____

Check # _____



Please submit completed forms and company logo (if applicable)

to: development@capeannanimalaid.org

Mail to: Cape Ann Animal Aid, Attn: Jennifer Dobson

4 Paws Lane, Gloucester, MA 01930

Thank you for your support!