



Cape Ann Animal Aid 2022 Sponsorship

connecting our community of humans and animals



Cape Ann Animal Aid
Christopher Cutler Rich
ANIMAL SHELTER



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2022 SPONSORSHIP PACKET

(May 2022 – April 2023)

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 2022 programs and outreach.

In 2021, sponsorship support helped over 1,600 homeless animals find loving families through our adoption program. Sponsorship also helped us transport animals from areas of the country where their lives were at risk and provide them each with the medical care they needed before finding a forever home. After a year of covid restrictions that reduced our ability to have volunteers in the building, we finally welcomed our community of over 200 volunteers back into our facility in 2021. Without our volunteer program, we could not do the work that we do every day. All of this is possible because of the funds raised through dedicated businesses and individuals who believe homeless animals deserve a life of love.

Life at the shelter is starting to feel normal again and just in time for us to celebrate our tenth anniversary in our Christopher Cutler Rich Animal Shelter. Although our life-saving work started many years ago in 1964 as a rescue for animals left behind by summer vacationers, we expanded our commitment to homeless animals in 2012 when we opened our new shelter. Doubling in size doubled our life-saving capacity not only in physical space but in our ability to provide programs and services that help our community of people and animals. In 2012 we found homes for 702 animals and in 2021 over 1,600 animals were adopted.

This packet includes information on opportunities for your business to help underwrite the cost of these important programs and services that save animal lives and help our community of families. 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 2022 sponsor. **Please complete and return the enclosed Sponsorship Reservation Form to Jennifer Dobson at development@capeannanimalaid.org to begin the 2022 partnership.** Thank you in advance for your support of Cape Ann Animal Aid this year.

Sincerely,

Sunniva Buck
Executive Director
Cape Ann Animal Aid
978-283-6055 x102 | sbuck@capeannanimalaid.org

2021 MARKETING & LIFESAVING STATS

Social Media



- 15,041 followers
- 4,881 average post reach



- 6,444 followers
- 1,617 average post reach

Website/Digital

- 18,242 average unique page views per month
- Most popular pages
 - Adoptable Dogs
 - Adoptable Cats
- 11,635 Email subscribers
- 10,900 mailing list subscribers

Lifesaving

- 1,600 plus animals adopted
- 795 animals spayed or neutered
- 1,482 animals transported from areas of the country where their lives were at risk
- 233 active volunteers



ADOPTION PROGRAM

Link your company or name 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!

	DIGITAL BOOKLET	DIGITAL/PRINT RECOGNITION
GOLDEN PAW \$2500	1/4 page coupon or ad in adoption booklet available online	<ul style="list-style-type: none"> • Company logo & link on adoption program webpage. • Company logo on newly branded "We Were Adopted" monthly social media post. • Company name included in 3 social media posts highlighting adoption stories. • Company name featured in 3 email newsletters.
SILVER PAW \$1000	1/8 page coupon or ad in adoption booklet available online	<ul style="list-style-type: none"> • Company logo on adoption program webpage • Company name included in 2 social media posts highlighting adoption stories. • Company name featured in 2 email newsletters.
BRONZE PAW \$500		<ul style="list-style-type: none"> • Company name on adoption program webpage

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 led to the dog's longer shelter stay. Examples include vouchers for post-adoption obedience classes, veterinary care, or specialty food.



SHELTER MEDICINE PROGRAM

Veterinary care is a crucial component of a homeless animal's journey to finding a forever home. Since expanding our Shelter Medicine Department in 2020, Cape Ann Animal aid has been able to provide essential medical and surgical care on-site to shelter pets. By reducing veterinary visits outside our shelter, we can reduce stress for our shelter cats and dogs, improve their health and well-being and assistance to our community with short-term post adoption medical care.

In 2022, due to decreased veterinary clinic appointment availability in our region, we have seen an overwhelming need to help our community of adopters with post adoption care. We provide basic veterinary care 2 weeks post adoption which includes vaccination booster, deworming and sick care for common conditions like upper respiratory infections or stomach upset. We also became an Animal Fund Veterinary Partner allowing us to work with our local animal control agencies to assist low-income families with free spay and neuter certificates.

Sponsorship of this program connects your business to our supporters when 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 brings our North Shore community together.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo and link on Shelter Medicine Program webpage. • Company name featured in 2 email newsletters. • Company will receive logo and link recognition in 3 featured social media posts highlighting program throughout the year.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company logo on Shelter Medicine Program webpage. • Company will receive logo recognition in 2 featured social media posts highlighting Shelter Medicine Program and activities throughout the year.
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 magnet on CAAA transportation van. • Company logo and link on Safe Harbor Program webpage. • Company name featured in 2 email newsletters. • Company link/logo in 3 featured social media posts highlighting program.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company logo on Safe Harbor Program webpage. • Company will receive logo recognition in 2 featured social media posts highlighting the Safe harbor Program and activities throughout the year.
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on Safe Harbor Program webpage.



ENRICHMENT PROGRAM

At Cape Ann Animal Aid, we believe that our role does not stop at providing shelter and food for homeless animals. It's important to consider the entire being - body and mind - when providing homeless animals with loving care while in our shelter. Sponsorship of this program helps to fuel these efforts, ensuring that the shelter animals receive more than enough physical and mental stimulation while waiting for their forever homes. All of our shelter animals receive enrichment of some kind during each day!

While in our care, our dogs enjoy walking our trails and running around our play yards chasing balls and learning some basic obedience skills with trainers and volunteers. They are also given treats and chew toys to help their shelter stay more comfortable and stimulating. Our cats who enjoy being social are given lots of time during the day to wander around our cat room where they can interact with humans and other cats. While in their cat condos they are never without lots of toys to tire themselves out.

Sponsorship of this program helps us provide fun toys and creature comforts that our young and older animals need to make their stay here stimulating and enjoyable. Our supporters love seeing our social media and other communications that feature adoptable animals having a good time.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo and link on Enrichment Program webpage. • Company name featured in 2 email newsletters. • Company will receive link/logo recognition in 3 featured social media posts highlighting program throughout the year.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company logo on Enrichment Program webpage. • Company will receive logo recognition in 2 featured social media posts highlighting this program and activities throughout the year.
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on Enrichment Program webpage.



VOLUNTEER PROGRAM

Cape Ann Animal Aid is proud to offer an array of volunteer opportunities to our community. Sponsorship of this popular program provides a strong bridge between your company and important community strengthening efforts impacting humans and animal companions throughout Cape Ann.

The program provides volunteer opportunities for children as young as ten and also allows for customized volunteer experiences to meet the needs of special volunteer populations such as those earning school-credit and special needs individuals and mentor/mentee partnerships. At-home and drop-in volunteer opportunities round out the program, giving community members, who can't commit to a regular time slot, the opportunity to help within their schedule.

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 gives each volunteer the opportunity to learn about responsibility, pet care, and community regardless of age, ability or socioeconomic status.

	RECOGNITION
GOLDEN PAW \$2500	<ul style="list-style-type: none"> • Company logo and link on the Volunteer Program webpage. • Company name featured in 2 email newsletters about enrichment. • Company will receive link/logo recognition in 2 featured social media posts highlighting program throughout the year.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Company logo on the Volunteer Program webpage. • Company will receive logo recognition in 1 featured social media posts highlighting this program and activities throughout the year.
BRONZE PAW \$500	<ul style="list-style-type: none"> • Company name on Volunteer Program webpage.



RESCUE REUNION EVENT

June 18, 2022 | 11 a.m. – 2 p.m. | Stage Fort Park, Gloucester, MA

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! Taking place at beautiful Stage Fort Park in Gloucester, MA, the reunion features vendors, community booths, food, raffles, and doggy games and prizes. Attendees are animals and animal lovers, eager to connect with local businesses that share their passion for dogs and cats.

The event is \$10 to attend and is promoted through email invitation, social media, website, and press release. Previous adopters and members of the general public are encouraged to attend. Dogs are welcome and photos of cats are, too!

	BOOTH SPACE	GOODIE BAGS	RECOGNITION
PRESENTNG PAW \$1500	10'x10' space	Samples, literature, or coupons included in goodie bags	<ul style="list-style-type: none"> Recognized as 'Presenting Sponsor'. Logo/link on event webpage, digital invites & newsletter. Logo on event signs. Featured in 3 Facebook & Instagram posts. Logo on branded Rescue Reunion 2022 Event t-shirts
SILVER PAW \$1000	10'x10' space	Samples, literature, or coupons included in goodie bags	<ul style="list-style-type: none"> Name with link on event website. Name on digital invites Name on event signs. Name on branded Rescue Reunion 2022 Event t-shirts. Featured in 2 Facebook & Instagram post.
BRONZE PAW \$550	10'x10' space	Samples, literature, or coupons included in goodie bags	<ul style="list-style-type: none"> Name on event website Will be included in event social media thank you post
COPPER PAW \$350	10'x10' space	Samples, literature, or coupons included in goodie bags	<ul style="list-style-type: none"> Name on event website



NIGHT WITHOUT A FAMILY EVENT

October 2022 | 24 hours | Christopher Cutler Rich Animal Shelter

This popular event is back! Night Without a Family is a unique immersion event that requires each fundraising supporter to spend 24 hours with no family, no cell phone, and no comforts of home. It's an exercise in living life as a shelter animal to raise adoption awareness and improve shelter enrichment programs. The event relies heavily on social media broadcasts and electronic Facebook fundraising by the participants. We will be reaching out to local celebrities to participate in this unique event, which will maximize sponsorship visibility as we utilize their additional social media reach to spread the word.

	RECOGNITION
PRESENTING PAW \$1500	<ul style="list-style-type: none"> • Recognized as 'Presenting Sponsor'. • Logo and link will appear on event website. • Featured in 2 E-Newsletters. • Company mentioned in 3 live streams, videos and social media posts.
SILVER PAW \$1000	<ul style="list-style-type: none"> • Name on event website. • Name included in 1 E-Newsletter • Company mentioned in 1 live streams, videos and social media posts.
BRONZE PAW \$500	<ul style="list-style-type: none"> • Name on event website

SPONSORSHIP RESERVATION FORM



COMPANY OR FAMILY 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 # _____

Sponsorship Interest and Level

- | | |
|---|---------------------|
| <input type="checkbox"/> Adoption Program Sponsor | Sponsor Level _____ |
| <input type="checkbox"/> Shelter Medicine Program Sponsor | Sponsor Level _____ |
| <input type="checkbox"/> Safe Harbor Program Sponsor | Sponsor Level _____ |
| <input type="checkbox"/> Volunteer Program Sponsor | Sponsor Level _____ |
| <input type="checkbox"/> Rescue Reunion Event Sponsor | Sponsor Level _____ |
| <input type="checkbox"/> Night Without a Family Event Sponsor | Sponsor Level _____ |



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!