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-respected organization in the North Shore community, we invite you to become a part of our animal lifesaving work as a sponsor of 2020 events and programs.

There are several opportunities available and your financial support underwrites the cost of important programs and events. 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 three major fundraising events: the Winter Ball, the Rescue Reunion, and Night Without A Family. Also included is information about our adoption and volunteer programs.

Options are available for packaged sponsorships to maximize your value and provide consistent visibility for your company throughout 2020. Alternatively, your support can be customized to fit your specific initiatives using the sponsorship à la carte menu. We recognize that your marketing and community support efforts are unique; customization is always available. Please contact me directly to discuss.

On behalf of Cape Ann Animal Aid, I sincerely look forward to welcoming your company as a 2020 sponsor. Please complete and return the enclosed Sponsorship Reservation Form to begin the partnership. Thank you in advance for your support of Cape Ann Animal Aid in the coming year.

Sincerely,

Rebecca Baylies
Director of Development and Communications
Cape Ann Animal Aid
978-283-6055 x23 | rbaylies@capeannanimalaid.org
MARKETING STATS

ADOPTERS
- 1,535 adoptions in 2018
- 93% of adopters live in Massachusetts

SOCIAL MEDIA
- 11,752 fans
- 27,600 post impressions
- 986 followers
- 8,345 post impressions
- 3,851 followers
- 17,200 tweet impressions

WEBSITE
- 20,200 average unique page views per month
- Most popular pages
  - Adoptable Dogs
  - Adoptable Cats

REACH
- 8,900 email subscribers
- 5,000 mailing list subscribers
- 150 active volunteers

June 2019 Snapshot
The annual Winter Ball Fundraising Gala is our largest event of the year. It will sell out! The event features a silent & live auction, music, dancing, raffles, & cash bar. The theme for the 2020 event is 'Winter Wonderland' and with over 325 attendees expected, is the premier event to showcase your company’s support and enthusiasm for animal welfare issues on Cape Ann and beyond! Last year, the Winter Ball netted $65,000 for our cause!

<table>
<thead>
<tr>
<th>PRESENTING</th>
<th>TICKETS</th>
<th>PROGRAM AD*</th>
<th>LIVE RECOGNITION</th>
<th>DIGITAL/PRINT RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>20 tickets (2 reserved tables)</td>
<td>1/2 page color ad</td>
<td>Verbal recognition at event; opportunity to speak or provide a video ad or message to run during event</td>
<td>Recognized as 'Presenting Sponsor': - Logo and link on event website - Featured in Facebook &amp; Instagram posts - Logo and link in CAAA E-Newsletters, digital invitation(s), and mailed invitation - Logo displayed on stage, event slideshow, and during presentation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GOLDEN PAW</th>
<th>10 tickets (1 reserved table)</th>
<th>1/4 page color ad</th>
<th>Verbal recognition at event</th>
<th>Logo on event website - Mentioned in Facebook &amp; Instagram posts - Logo on digital event invitation(s)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SILVER PAW</th>
<th>6 tickets at reserved table</th>
<th>1/4 page color ad</th>
<th>Verbal recognition at event</th>
<th>Name on event website - Name in digital event invitation(s)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BRONZE PAW</th>
<th>4 tickets at reserved table</th>
<th>1/8 page color ad</th>
<th>Verbal recognition at event</th>
<th>Name on event website</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>COPPER PAW</th>
<th>2 tickets at reserved table</th>
<th>Verbal recognition at event</th>
<th>Name on event website</th>
</tr>
</thead>
</table>

*Program full page is 8.5” x 11”

**EVENT TICKETS (SPONSORSHIP NOT INCLUDED)**

- **RESERVED TABLE OF TEN: $750** ($350 is tax-deductible)
- **INDIVIDUAL TICKET: $75** ($35 is tax-deductible)
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, a food truck, raffles, and doggy games and prizes. Attendees are animal owners and lovers, eager to connect with local businesses that share their passion for dogs and cats.

The event is free 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!

<table>
<thead>
<tr>
<th></th>
<th>BOOTH SPACE</th>
<th>GOODIE BAGS</th>
<th>DIGITAL/PRINT RECOGNITION</th>
</tr>
</thead>
</table>
| **PRESENTING**| 10'x10' space | Samples, literature, or coupons included in 200 attendee goodie bags | Recognized as 'Presenting Sponsor':  
• Logo and link on event website, digital invitation, newsletter  
• Logo on event signs/banner(s)  
• Recognized in event press release  
• Featured in Facebook & Instagram posts  
• Branded sponsorship of two transported animals in 2020 (Recognition on social media/individual adoption bios) |
| $1,000        |             |             |                           |
| ($925 is tax-deductible) |             |             |                           |
| **GOLDEN PAW** | 10'x10' space | Samples, literature, or coupons included in 200 attendee goodie bags | Logo on signs/banner(s)  
• Mentioned in Facebook & Instagram posts  
• Business name with link on event website |
| $500          |             |             |                           |
| ($425 is tax-deductible) |             |             |                           |
| **SILVER PAW** | 10'x10' space | Samples, literature, or coupons included in 200 attendee goodie bags | Name on event website  
• Name on signs/banner(s) |
| $250          |             |             |                           |
| ($175 is tax-deductible) |             |             |                           |
| **BRONZE PAW** | 10'x10' space | Samples, literature, or coupons included in 200 attendee goodie bags |                          |
| $150          |             |             |                           |
| ($75 is tax-deductible) |             |             |                           |
Night Without A Family is a unique immersion event that requires volunteer supporters 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. In 2016, this event went nationally viral, with press coverage from Inside Edition and The Dodo! The event relies heavily on social media broadcasts and electronic peer to peer fundraising by the participants. In 2020, local celebrities will participate in this unique event, which will maximize sponsorship visibility as we utilize their additional social media reach to spread the word.

<table>
<thead>
<tr>
<th>TABLE</th>
<th>DESCRIPTION AND RECOGNITION</th>
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</table>
| ACTIVITY $500 | • Participants will engage in a number of activities during their 24-hour stay at the shelter such as walks, interactive games, quiet time etc.  
  • Sponsors at this level will receive verbal/link/logo recognition in official social media videos, live streams, and posts affiliated with sponsored activities. Sponsor’s logo and link will also appear on event website and company will be recognized in press release. |
| ENRICHMENT $250 | • Participants will get various enrichment kits during their 24-hour stay at the shelter such as games, puzzles, music etc.  
  • Sponsors at this level will receive verbal/link/logo recognition in official social media videos, live streams, and posts affiliated with sponsored enrichment kits. Sponsor’s logo and link will also appear on event website and company will be recognized in press release. |
| MEALTIME $150 | • Participants will have meal and snack times throughout their 24-hour stay at the shelter.  
  • Sponsors at this level will receive verbal/link/logo recognition in official social media videos, live streams, and posts affiliated with sponsored meals/snacks. Sponsor’s logo and link will also appear on event website. |

Night Without A Family is based on creativity and fun. If you have any questions or ideas about customizing sponsorship opportunities for this event to suit your company’s unique publicity needs, let’s talk!
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!

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<thead>
<tr>
<th></th>
<th>ADOPTION BOOKLET</th>
<th>DIGITAL/PRINT RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLDEN PAW</td>
<td>1/4 page coupon in adoption booklet, sent home with all adopters (1,500+ households)</td>
<td>• Company logo and link on dog and cat adoption webpages for 2020 calendar year</td>
</tr>
<tr>
<td>$2500</td>
<td></td>
<td>• Company recognized on every animal bio card with thanks for Golden Paw Sponsor support</td>
</tr>
<tr>
<td>SILVER PAW</td>
<td>1/8 page coupon in adoption booklet, sent home with all adopters (1,500+ households)</td>
<td>• Company name and link on dog and cat adoption webpages for 2020 calendar year</td>
</tr>
<tr>
<td>$1000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRONZE PAW</td>
<td></td>
<td>• Company name and link on dog and cat adoption webpages for 2020 calendar year</td>
</tr>
<tr>
<td>$500</td>
<td></td>
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</tbody>
</table>

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.
Cape Ann Animal Aid is proud to offer an array of volunteer opportunities for community members. 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 in-shelter 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, socioeconomic status, or ability.

<table>
<thead>
<tr>
<th>RECOGNITION</th>
<th>DESCRIPTION</th>
</tr>
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</table>
| **GOLDEN PAW** $2500 | • Company logo printed (one-color) on the back of all volunteer t-shirts ordered in 2020 (these shirts are the required uniform for our volunteers)  
• Company will receive link/logo recognition in featured social media posts highlighting volunteer program and activities throughout the year  
• Company logo and link on volunteer program webpage |
| **SILVER PAW** $1000  | • Company will receive link/logo recognition in featured social media posts highlighting volunteer program and activities throughout the year  
• Company name on volunteer program webpage |
| **BRONZE PAW** $500  | • Company name on volunteer program webpage |
OTHER PROGRAMS/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 and we will host a few small gatherings for Sandy Mitchell Circle of Friends members, existing and prospective, in 2020. These are intimate and thoughtful events designed to connect with our supporters in a meaningful way. Sponsorship benefits will be defined and tailored to tastefully suite each event while providing your company with visibility among a curated group of individuals living on Cape Ann and beyond.

NURSING HOME VISITS
Volunteers take shelter dogs (and occasionally a kitten or two) to local nursing homes to visit with residents as part of their activities programming. These visits deeply enrich the lives of elderly community members and expose 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 BUNDLES

Bundle your support for added value and consistent visibility throughout 2020!

**PREMIUM BUNDLE**
- Winter Ball: Golden Paw Sponsor
- Rescue Reunion: Golden Paw Sponsor
- Night Without A Family: Activity Sponsor
- Adoption Program: Silver Paw Sponsor
- Volunteer Program: Silver Paw Sponsor

**Quality Bundle**
- Winter Ball: Silver Paw Sponsor
- Rescue Reunion: Silver Paw Sponsor
- Night Without A Family: Enrichment Sponsor
- Adoption Program: Bronze Paw Sponsor
- Volunteer Program: Bronze Paw Sponsor

**Basic Bundle**
- Winter Ball: Bronze Paw Sponsor
- Rescue Reunion: Bronze Paw Sponsor
- Night Without A Family: Mealtime Sponsor
- Adoption Program: Bronze Paw Sponsor
- Volunteer Program: Bronze Paw Sponsor

**À LA CARTE SPONSORSHIP MENU**

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting $5,000</th>
<th>Golden Paw $2,500</th>
<th>Silver Paw $1,000</th>
<th>Silver Paw $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Ball</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Rescue Reunion</td>
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<td></td>
</tr>
<tr>
<td>Night Without A Family</td>
<td>Activity $500</td>
<td>Enrichment $250</td>
<td>Mealtime $150</td>
<td></td>
</tr>
<tr>
<td>Adoption Program</td>
<td>Golden Paw $2,500</td>
<td>Silver Paw $1,000</td>
<td>Bronze Paw $500</td>
<td></td>
</tr>
<tr>
<td>Volunteer Program</td>
<td>Golden Paw $2,500</td>
<td>Silver Paw $1,000</td>
<td>Bronze Paw $500</td>
<td></td>
</tr>
</tbody>
</table>

Other Programs and Events
- Interested in sponsoring other programs/events as listed.

**NON SPONSORSHIP PURCHASE**
- Winter Ball Reserved Table of Ten $750
- Winter Ball Individual Ticket $75

Total Amount Due: $
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 # _____________________________________________________________________________________________________

To receive all sponsor benefits as listed, payment and forms must be received by December 1, 2019

Please submit completed forms and company logo (if applicable) to: rbaylies@capeannanimalaid.org
Mail to: Cape Ann Animal Aid, Attn: Rebecca Baylies,
4 Paws Lane, Gloucester, MA 01930

Thank you for your support!