

it's a sign

Sponsorship Opportunities



California's Statewide Campaign to Increase Shelter Pet Adoptions

Don't miss the opportunity to be part of this critically important initiative to increase pet adoptions in California.



Problem

- Animals are entering California's shelters faster than they are leaving.
- Only 30% of pets are acquired from shelters or rescues. That means MOST animals are acquired elsewhere.
- Research indicated that the #1 reason people aren't visiting our shelters to adopt is because they are afraid they will feel sad during their visit.





Opportunity

- Most people simply want a great pet and changing our narrative to make people feel good about visiting shelters can dramatically increase adoptions.
- Saturate our state with positive messages about shelters and adoptions for a period of nine months in English and Spanish.
- Drive the public to a landing page where they can easily find all of their local shelters.
- Increase of market share from 30% to just 34% could help us save all healthy and treatable pets in California.

About the Campaign



- Research component: Completed!
- Campaign assets: Almost ready!
- What's next? Nine months of multi-channel market saturation in English and Spanish with continual monitoring, updates, changes, and retargeting to ensure the right message is resonating with the right people and driving action.
- Final research phase/data collection
- Total campaign cost: \$1.5 million
- Commitments to date: >\$500,000
- Sponsorship opportunities: We need you!

With gratitude to our sponsors:





Marquee Sponsorship

Commitment: \$200,000

Our premier sponsorship tier offers the highest level of recognition. Five marquee sponsors will receive:

- ★ Prominent logo/link placement on the *Signs* campaign website.
- ★ Logo placement in the campaign video end frame
- ★ Access to campaign data, metrics and insights
 - Recognition in CalAnimals' communication materials
 - Social media recognition
 - Logo/link recognition on CalAnimals.org website

Marquee sponsors help ensure the campaign reaches our highest need communities with continual optimization around messaging and strategy to accomplish desired results.



High Impact Sponsorship

Commitment: \$100,000

Sponsors at this level receive:

- Name/link listing on the *Signs* campaign website
- Social media recognition
- Recognition in CalAnimals' communication materials
- Logo/link recognition on CalAnimals.org website

High impact sponsors help ensure effective and sustained saturation of media buys with continual optimization around messaging and strategy to accomplish desired results.



Regional Sponsorship

Commitment: \$50,000

Sponsors at this level receive:

- Social media recognition
- Logo/link recognition on CalAnimals.org website



Regional sponsors help cover media buys so the campaign effectively reaches each region in our state to increase adoptions.



Supporting Sponsorship

Commitment: \$25,000

Sponsors at this level receive:

- Social media recognition
- Logo/link recognition on CalAnimals.org website

Supporting sponsors offer vital funding to support the overall campaign.

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Contact:

Jill Tucker, CEO

California Animal Welfare Association

jill@calanimals.org

Donate online:

www.calanimals.org/donate

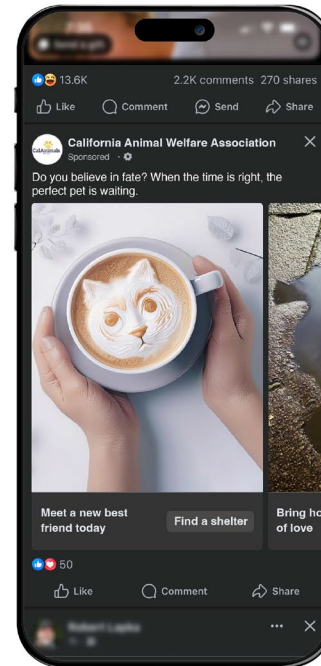
By mail:

CalAnimals

PO Box 249

Penn Valley, CA 95946

On behalf of the hundreds of thousands of animals moving through California shelters, **thank you for making a difference!**



State Humane Association of California, dba CalAnimals
is a 501c3 organization with EIN 94-1541797