

California Animal Welfare Association

SPONSORSHIP PROSPECTUS

Advocacy | Collaboration | Compassion

2023 · 2024



CalAnimals

Since 1909



**WALLIS ANNENBERG
PETSPACE**

PRESENTS

**2024 ANIMAL WELFARE
CEO FORUM**



January 29 - 31, 2024

Hilton Long Beach

This is a unique, highly coveted opportunity to spend time with CEOs throughout the state as we gather them together for an executive-level experience. Limited to the president, CEO, executive director, or animal care and control director of CalAnimals member organizations, this invitation-only event focuses on improving the welfare of animals by joining and strengthening animal welfare leaders.

Sponsors are invited to support this event and are afforded the unique opportunity to participate in the entire retreat to socialize and build relationships with our shelter CEOs. This event is marketed directly to more than 240 animal shelter/animal control agency leaders in the state with an expected attendance of 55 CEOs.

All sponsorship levels include the opportunity to send one person to the event. All meals included. Hotel stay not included.

Lead Sponsors - \$15,000 (Limit 2)

- Prominent recognition on all materials and communications for this event.
- Sponsors thanked and recognized at the beginning of each day of the conference.

Keynote Sponsor - \$8,000 (Limit 1)

- Recognition on event schedule/agenda as the sponsor for our keynote speaker.
- The opportunity to introduce that speaker during the event.

Reception Sponsor - \$8,000 (Limit 2)

- Recognition on event schedule/agenda as the sponsor for one of the receptions.
- A formal introduction/announcement at the reception.

General Sponsor - \$4,000 (Limits may apply)

- Listed on event schedule.
- Logo and link on CEO Forum event web page.
- An introduction at the event.



EXECUTIVE LEADERSHIP PROGRAM

January through June 2024

The CalAnimals Executive Leadership Program is a critically important initiative to support the next generation of animal welfare leaders. By providing tools, teaching techniques to lead with compassion, and offering a collaborative environment for networking, participants of this program will leave with a strong foundation to support their personal and professional development.

Sponsors are invited to support this program and are afforded the opportunity to sit in on the sessions and get to know our next group of leaders. This event is marketed directly to more than 2,300 animal shelter/animal control agency professionals to encourage the participation of individuals preparing for the CEO role. Prospective attendees are vetted through an application process and the program's expected attendance is approximately 40 people.

Presenting Sponsors - \$15,000

- Prominent recognition on all materials and communications for this program.
- Prominent logo placement on Executive Leadership Program page of CalAnimals website.
- Logo in curriculum.
- Opportunity to welcome participants and introduce the first session.
- Opportunity to assist with opening remarks during the final presentation session.
- Opportunity to sit in on any sessions during the 6-month program to build relationships with participants.
- Industry Partner Membership Included.

General Sponsor - \$5,000

- Logo on curriculum & Executive Leadership Program page of CalAnimals website.
- Opportunity to sit in on any sessions during the 6-month program to build relationships with participants.



OFFICER ACADEMY

More than 100 officers have participated in the CalAnimals Officer Academy since its launch in 2022. This fully online, on-demand course includes 60 hours of training in animal care and state laws pursuant to CA Health & Safety Code 26222 that meets essential training requirements for individuals wishing to become Certified Animal Control Officers or state recognized Humane Officers. This course was developed to meet the training needs of officers statewide—particularly those that are unable to travel for in-person trainings.

As a sponsorship opportunity, this is a great way to gain repetitive exposure of your logo and website link to officers working through this course.



Presenting Sponsors - \$5,000

- Your generous sponsorship will be recognized on all outreach and promotion of this program.
- Logo on CalAnimals website as a Presenting Sponsor.
- Logo on learning platform.
- Opportunity to share a recorded message or information link with participants.
- Industry Partner Membership included.

General Sponsors - \$1,000

- Logo on CalAnimals website as a general sponsor of this program.
- Logo and information link on learning platform.

SPONSORSHIP OPPORTUNITIES

2024 CALIFORNIA ANIMAL LAWS HANDBOOK

\$20,000
(Limit One)

- Your logo will be on the cover of the 2024 edition of our most important annual publication. 1,000 or more of these are shipped out and in the hands of people handling and overseeing humane enforcement throughout California.
- Your business will be promoted on all ads and communications related to the sales and marketing of this handbook. This will include outreach on our list serve to more than 650 animal welfare professionals and multiple email blasts to our database of more than 2,300 professionals.
- Industry Partner Membership Included.

2023 / 2024 LEGISLATIVE

\$10,000

CalAnimals sponsors bills and monitors all legislative efforts that may impact our members. Sponsorship of these important efforts includes:

- Recognition on Advocacy page on website.
- Recognition on all legislative updates sent to members via the Google Group.
- Sponsorship of annual Legislative Roundtable webinar.
- Industry Partner Membership included.

RESOURCE LIBRARY

\$5,000

The CalAnimals Resource Library is a valuable tool for members that supports the sharing of information related to their important work. This includes sample policies, procedures, information about programs, and more.

- Recognition on the Resource Library page of the website.
- Recognition on email blasts to the Google Group and full email list including reminders about this important resource.
- Industry Partner Membership included.

SPONSORSHIP OPPORTUNITIES

GOOGLE GROUP

\$10,000

The CalAnimals Google Group is a critically important benefit to our members supporting regular networking and communication among more than 650 industry professionals.

- Recognition on welcome message to every new Google Group member.
- Periodic recognition to full Google Group list of your sponsorship.
- Recognition as a Google Group sponsor on membership page of CalAnimals website.
- Industry Partner Membership included.

INDUSTRY PARTNER

\$500

or

\$1,000

The Industry Partner membership category is for vendors to the animal welfare industry. Membership [benefits](#) are the same as for Organization members, plus recognition on the CalAnimals website with a logo and link. Of greatest value is the opportunity to participate in the CalAnimals Google Group that will help you keep your thumb on the pulse of what is happening in our state. Members actively use that forum to discuss programs, policies, and challenges while seeking advice on services, software, and equipment.

Memberships run on a calendar year basis and membership price is based on member's number of employees.

WEBINARS

\$500

OR

\$1,000

Sponsorship of training opportunity of your choice: \$500

- Includes recognition in all promotion of the webinar including emails to our Google Group and emails to our full database list.
- Logo and link on the online learning page of our website associated directly with that webinar.

Sponsor your own webinar!: \$1,000

- CalAnimals will host a webinar with your content and speakers.
- Includes recognition in all promotion of the webinar including emails to our Google Group and emails to our full database list.
(Subject to content approval)

**ADVANCE YOUR GOALS BY BUILDING VALUABLE
INDUSTRY PARTNERSHIPS THROUGH YOUR
SPONSORSHIP OF CALANIMALS PROGRAMS.**



Please contact us to reserve your sponsorship opportunity today.

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