



ALLEN COUNTY

**SPCA**

YOUR COMMUNITY. YOUR SHELTER. YOUR PETS.



# 2019/2020 SPONSOR OPPORTUNITIES

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[www.allencountyspca.org](http://www.allencountyspca.org)



# A LETTER FROM THE EXECUTIVE DIRECTOR



**Dear Friend,**

Thank you for taking the time to learn about the many partnership opportunities available through the Allen County SPCA.

The generous support of our corporate partners and event sponsors makes an enormous difference in thousands of animals' lives. **As Fort Wayne's only nonprofit animal shelter, we receive no government funding.** Our mission is fulfilled solely through the benevolence of Northeast Indiana's pet-loving people, businesses and grantors.

In 2019 and 2020, the Allen County SPCA is poised to make life-saving strides the likes of which our community has never seen. We'd love for you to join us on this incredible journey!

When you partner with us, **you'll expand your audience to include thousands of animal lovers** and compassionate community members. You can choose to support us all year long, or support one or more of our signature events. You'll benefit from our strong brand, powerful message and broad appeal. And you'll **directly and positively impact the lives of thousands of pets and pet owners in need.**

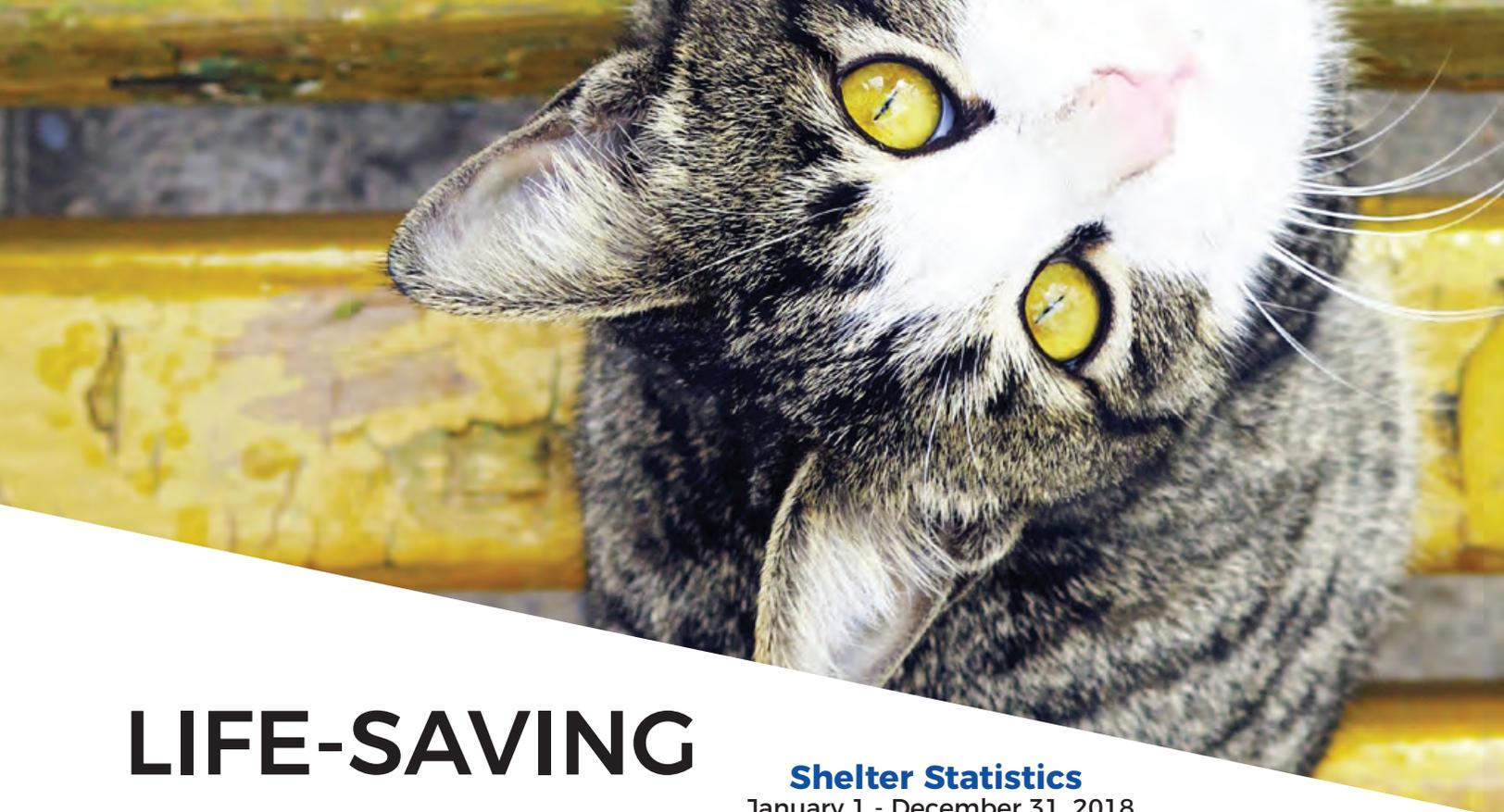
We look forward to working with you for the animals and for the people who love them!

Gratefully,

A handwritten signature in black ink, appearing to read 'Jessica J. Henry'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Jessica J. Henry  
Executive Director

*P.S. Have other thoughts about how we might collaborate? Just give us a call to discuss. We're always open to new ideas!*



# LIFE-SAVING IMPACT 2018

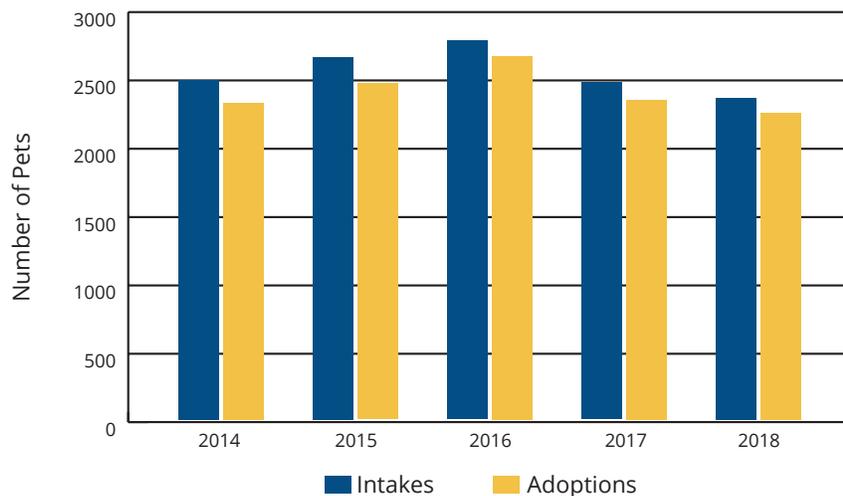
**LIVE  
RELEASE  
RATE:  
98%**

## Shelter Statistics

January 1 - December 31, 2018

	Canine	Feline	Total
<b>Total Intake</b>	<b>889</b>	<b>1464</b>	<b>2353</b>
Outcomes:			
Adoption	866	1378	2244
Returned to owner	26	17	43
Transferred to another agency	4	14	18
<b>Subtotal: Live Outcomes</b>	<b>896</b>	<b>1409</b>	<b>2305</b>
Died in Care	1	21	22
Shelter euthanasia	2	13	15
<b>Subtotal: Other Outcomes</b>	<b>3</b>	<b>34</b>	<b>37</b>
<b>Total Outcomes</b>	<b>899</b>	<b>1443</b>	<b>2342</b>

## Allen County SPCA Intake & Adoption Trends



# ANNUAL PARTNERSHIPS

As an Annual Partner, you'll help to support homeless pets year-round.

Your contribution will sustain our operations and ensure that proper care, healthy nutrition, veterinary services and, most importantly, love and affection are given to every pet in our care.

	<b>Level 1 \$2,500</b>	<b>Level 2 \$5,000</b>	<b>Level 3 \$7,500</b>	<b>Level 4 \$10,000</b>
Year-round presence on the Allen County SPCA website with backlink				
Logo with backlink in monthly e-newsletter (total distribution of 100,000+)				
Corporate Table sponsorship of Growl At The Moon (\$1,500 value)	 <i>Choice of Growl At The Moon or Pawject Runway Table Sponsor</i>			
Sponsorship of Pawject Runway (\$1,500 - \$2,500 value)	 <i>Choice of Growl At The Moon or Pawject Runway Table Sponsor</i>	 <i>Table</i>	 <i>Publicist</i>	 <i>Publicist</i>
Logo in our quarterly newsletter (total distribution of 22,000)				
Your promotional item(s) included in "Go-Home" bag for adopters (2,300 + annually)				

# Pawject Runway



Be a part of an exciting red carpet event showcasing the creative talents of groomers from around the region competing for bragging rights and awards.

Groomers will transform their four-legged models into magnificent works of art. Then, they'll work the runway while the judges tally scores. Guests arrive on the red carpet where the "puparazzi" snap pictures celebrity-style. Attendees are treated to hors d'oeuvres and a cash bar while enjoying the runway show.

This event is a great opportunity to advertise your company and products to a targeted audience of creative stylists, pet lovers, and shelter supporters. Plan to become a sponsor today!

Visit [www.PawjectRunway.com](http://www.PawjectRunway.com) for more information.



*Our Signature Winter Event*

# PAWJECT RUNWAY

*Single Event Sponsorship*

March 7, 2020

	<b>Table \$1,500</b>	<b>Publicist \$2,500</b>	<b>Manager \$5,000</b>	<b>Fashionista \$7,500</b>
Event Tickets	 8 Tickets	 8 Tickets	 16 Tickets	 16 Tickets
Name/logo on sponsored table(s)	 One Table	 One Table	 Two Tables	 Two Tables
Logo in event program				
Logo on screen during event				
Listing and website link on the Pawject Runway website				
Live announcements on stage as event sponsor				
Presenting Sponsor recognition on all collateral and advertising (TV, radio, print)				



**How much does it cost to save an animal's life?**  
*You can get it for a song!*

Literally. The Allen County SPCA presents Growl at the Moon – your chance to be a star...or to entice someone else to shine! That's right, it's karaoke for a cause. Join your friends for an evening of ridiculously fun, first class karaoke sung by second class singers! You'll laugh. You'll cry. It will be better than Cats! (Well, we think nothing's better than actual cats.)

This casual and light-hearted fundraising event features dinner, drinks, live and silent auctions, and a DJ spinning tunes for those inclined to sing their hearts out for the SPCA!

For more information, visit [www.GrowlAtTheMoon.org](http://www.GrowlAtTheMoon.org).



*Our Signature Fall Event*

# GROWL AT THE MOON

*Single Event Sponsorship*

October 18, 2019  
October 10, 2020

	<b>Table \$1,500</b>	<b>Stage Manager \$2,500</b>	<b>Producer \$5,000</b>	<b>Headliner \$10,000</b>
Event Tickets	 8 Tickets	 8 Tickets	 16 Tickets	 16 Tickets
Name/logo on sponsored table(s)	 One Table	 One Table	 Two Tables	 Two Tables
Listing/logo in event program	 Name Only	 Logo	 Logo	 Logo
Sponsor info displayed on screen	 Name Only	 Logo	 Logo	 Logo
Listing and website link on the Growl At The Moon website				
Live announcements on stage as event sponsor				 Presenting Sponsor
Advertising in event program			 1/2 Page	 Full Page
Named as Presenting Sponsor in all press releases, radio, tv, print advertisements & promotional materials				
Complimentary Annual Partnership (see page 5 for details)				

# 3<sup>rd</sup> Party Fundraisers

Third party fundraisers are a fantastic way to give back to the Allen County SPCA while creating a buzz for your business. Fundraisers can range from large-scale events with tons of attendees to something as small as collecting donations for our shelter animals.

Every month, the Allen County SPCA collaborates with two to four local businesses and/or individuals to feature their event.

Have a great idea? Simply fill out and submit our Third Party Fundraiser application, found on our website, [www.AllenCountySPCA.org](http://www.AllenCountySPCA.org).



Available Year-Round

# Other Ways to Help



## SPECIAL SPONSOR OPPORTUNITIES

Are Annual or Event Sponsorships not quite your style?

The Allen County SPCA also offers special sponsor opportunities to help with the programs we offer at our shelter.

Opportunities vary and are based on current needs, but often include things like:

- **Golden Ticket Sponsored Adoptions**
- **Pet Promises Quarterly Vaccination Clinics**
- **Compassion Foster Housing & Care**
- **Trap, Neuter, & Return (TNR) Sponsorship for Operation C.A.T.**
- **Matching Gift Opportunities**

Contact us for other ways to help!



For over 65 years the Allen County SPCA has served northeast Indiana's pets and the people who love them.

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Every year we place thousands of dogs and cats into forever homes, while also helping Fort Wayne's pet owners care for and keep their pets.

This two-fold focus on adoption and pet ownership is one-of-a-kind, and it has pushed Fort Wayne to the forefront of major national animal welfare groups.

Operating without any financial support from the government, the Allen County SPCA survives through the generosity of pet lovers in our community who wish to help vulnerable dogs and cats in need.

**Join us!**