



A DAY OF **GIVING**



Telethon Sponsorship Opportunities



Partner With Us

SPCA Monterey County is a leader in animal rescue, adoption, education, and welfare. We have proudly served the pets, people and wildlife of SPCA Monterey County since 1905. We are not a chapter of any other SPCA or Humane Society and we do not have a parent organization or receive any funding from places like HSUS or the ASPCA. Everything we do is only made possible by loyal donors, volunteers, and sponsors like you.

A partnership with SPCA Monterey County aligns your brand with a local leader in the compassionate treatment of all animals and supports our services to pets and their loving families. During SPCA's A Day of Giving telethon we have limited opportunities to create marketing partnerships with businesses wishing to enhance their brand awareness and sales in Monterey County, all while helping the animals who depend on our love.

A Day of Giving will be broadcast in 130 30-second to 2-minute segments on KSBW 8 and Central Coast ABC. KSBW 8 and Central Coast ABC—our broadcast partners—are Monterey County's highest-rated television stations.

Pre-promotions air for two weeks leading up to A Day of Giving. Coverage runs from 6:00 a.m. to 8:00 p.m. on Thursday, March 6, 2025.

A Day of Giving engages audiences during hit shows such as the Today Show, Good Morning America, and more.

Businesses enjoy sponsor recognition throughout this special day in heartwarming on-air segments, on our website, and in email communications to our engaged email subscribers. **Your partnership with SPCA Monterey County is a fun and meaningful way to show your organization is committed to the wellbeing of animals and people in Monterey County.**



IMPACT REPORT

How your sponsorship makes a difference for pets, people, and wild animals in need

July 1, 2023 - June 30, 2024

3,187

PETS ADOPTED

Cats, dogs, horses, rabbits, barn pets, exotic animals, and more adopted into new, loving homes



0

TURNED AWAY

Thanks to you, we never turned away any pet due to breed, species, age, health, or behavior

2,482

WILDLIFE RESCUED

Your support enabled us to rescue injured, sick, and orphaned wild animals



671

CRUELTY CASES

Our officers worked to stop animal abuse and neglect in Monterey County

8,229

KIDS EDUCATED

Children educated about humane and compassionate treatment of animals and each other



812

PETS SAVED WITH TLC

We mended broken bones and healed broken spirits through our Treatment, Learning & Compassion Program

7,981

SPAY/NEUTERS

Low- and no-cost surgeries in our clinic, our mobile clinic, and by providing grants to local animal welfare groups



1,492

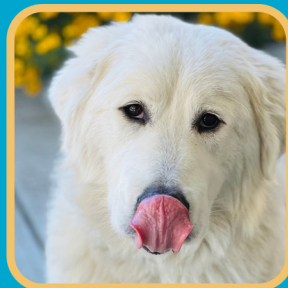
PETS TRAINED

Pets kept in homes thanks to our training classes for all abilities and 770 people helped with our free behavior helpline

120,787

POUNDS OF FREE PET FOOD

Your support kept families together with our free Pet Food Bank



1,181

PETS FOSTERED

Compassionate SPCA fosters raised underage puppies and kittens in loving homes

YOU MAKE THIS POSSIBLE

Your SPCA is not a chapter of any other agency, we don't have a parent organization, and we receive no funding from the ASPCA or HSUS. Everything we do is only made possible by you!

Expand Your Reach, Join Our Community

Did you know that 66% of households in the U.S have a pet? SPCA Monterey County followers will see your brand aligned with our work on these platforms.



48,600

Facebook followers



18,500

Instagram followers



5,280

Twitter/X followers



23,500

engaged email subscribers



51,700 TikTok followers
18.4k video views per month



SPCAmc.org Website

33,000
unique users per month

727,700

pages visits per month



KSBW Audience

In recent sweeps KSBW 8 was again the #1 choice for local household news viewers on the Central Coast throughout the day.



KSBW 8 garners
73% to 89%
of Central Coast viewership
from morning through night,
and reaches
**20,800 Monterey
County households**
during the evening news.



1,200

A Day of Giving Donors
make a gift during
the telethon.



40

A Day of Giving Volunteers
answer phone calls and
take donations in our lively
phone bank.



330+

**SPCA Monterey County
Volunteers**
dedicate their time and skills
to SPCA each year.



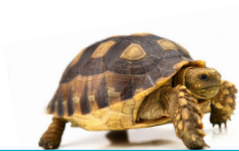
2,890

Shelter and Clinic visitors
come to SPCA Monterey County
to adopt new pet family members,
or receive free and affordable
clinic services each month.

Enjoy the Benefits of Sponsorship

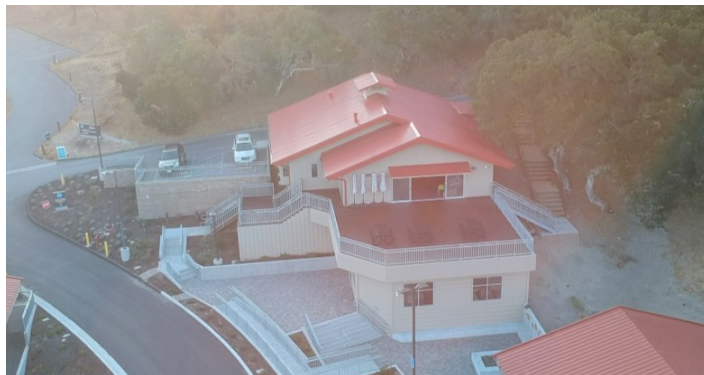
Recognition on Social Media Channels (available at all sponsor levels.)

When you join SPCA Monterey County as A Day of Giving sponsor, you will have the satisfaction of knowing your business is making a difference for animals in the Monterey County community, and will enjoy recognition on our popular social media channels, like Facebook, Instagram and X.



In addition to the marketing benefits of on-air exposure to the Monterey and Santa Cruz TV viewing audience, we are proud to offer two new benefits for sponsors to enjoy. At select levels, the **Puppies (or Kittens) and Pastries** visit, or the **Complimentary Facilities Rental** will boost morale at your workplace and demonstrate your dedication to your employees.

Complimentary Facilities Rental of SPCA Monterey County's newly renovated Learning Center (available at the Best Friend Sponsor Level and above.)



The SPCA Monterey County Claire Jacobson Learning Center opened in June 2024 and we welcome your staff to enjoy this newly renovated facility! Schedule your facilities rental to host an employee day retreat or workshop. During your visit, an SPCA Monterey County representative will be available to meet your group, and share stories about animals you have saved and programs you have made possible

with your sponsorship contribution. Capacity, amenities, and scheduling information available upon request. (Availability based on mutually agreed upon date.)

Puppies (or Kittens) and Pastries (available at the Best Friend Sponsor Level and above.)



An SPCA representative will visit your workplace with a pack of puppies or a caboodle of kittens, and tasty pastries. This benefit is guaranteed to fix any case of the Mondays.



Sponsorship Benefits



	Top Dog \$10,000 <small>2 spots available</small>	Humane Hero \$7,500 <small>3 spots available</small>	Best Friend \$5,000	True Companion \$2,500	Fur Friend \$1,200	Paw Patron \$750
Sponsor logo to appear on-air during A Day of Giving broadcast	50+ times	30+ times	15+ times	10+ times	5+ times	as available
Business recognition in SPCA email communications to 25,000 subscribers	Logo to appear 5 - 7 times	Logo to appear 3 - 5 times	Logo to appear 1 - 3 times	Logo to appear 1 time	Name to appear 1 time	Name to appear 1 time
Recognition in social media thank you posts on Facebook, X & Instagram	Facebook, X & Instagram	Facebook, X & Instagram	Facebook, X & Instagram	X & Instagram	X & Instagram	X & Instagram
Tickets to the Bow, Wow & Meow Donor Celebration breakfast to be held in the Spring 2025	6 tickets	4 tickets	4 tickets	2 tickets	2 tickets	2 tickets
Sponsor recognition on an adoption center kennel for one (1) year						
Complimentary facilities rental of renovated Learning Center OR pastries delivered to your office with puppies (or kittens)						
Photoshoot with sponsor representative and shelter animal to be shared on X and Instagram						
Sponsor recognition during a Facebook live segment during A Day of Giving						
Sponsor logo in Thank You PSAs following A Day of Giving						
60-second Sponsor recognition video on SPCAmc.org for two weeks						
Sponsor logo recognition on Highway 68 banner						

Have questions?

Please contact Andrea Satterfield, Event & Development Engagement Manager, at asatterfield@spcamc.org or (831) 264-5431.

All sponsor commitments must be received by December 13, 2024, to receive all perks and recognition. SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.

New Sponsorship Opportunity!

Grow Your Digital Audience With SPCA Monterey County

Our audience becomes your audience with retargeting. Market to 33,000+ monthly visitors to SPCA Monterey County's website and retarget them with digital ads wherever they go online.

By ad retargeting, you increase your brand awareness among animal lovers in Monterey County and drive online engagement with your ideal customer.

Step 1

Internet users visit SPCA Monterey County's website.



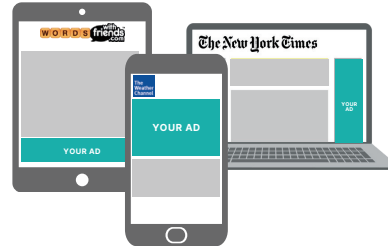
Step 2

The user exits the SPCA website.



Step 3

The user sees your company's digital ad wherever they go online.



Step 4

The user clicks your digital ad and is directed to the landing page of your choice.



To get started, select one of our three digital campaign packages to add to your A Day of Giving Sponsorship:

BASIC
\$2000



VIEWS:
20,000



DURATION:
3 Month

STANDARD
\$4000



VIEWS:
50,000



DURATION:
3 Month

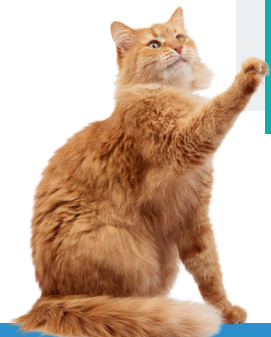
PREMIUM
\$6000



VIEWS:
90,000



DURATION:
3 Month



Contact: Andrea Satterfield | asatterfield@spcamc.org | (831)264-5431



Thank You!

Thanks to generous donors and sponsors we raised over **\$300,000** during last year's A Day of Giving Telethon which aired on March 6, 2024.



TOP DOG



CARMEL



LEXUS OF MONTEREY PENINSULA

BEST FRIEND



THE DAVID RIO
FOUNDATION



TRUE COMPANION



FUR FRIEND



PAW PATRON



MEDIA SPONSORS





2025 Sponsorship Agreement Form



By signing below, I (on behalf of the named company) agree to sponsor A Day of Giving 2025 at the noted level. As a sponsor, I am entitled to the publicity and promotional opportunities described in the attached sponsor benefits at the chosen level. In return, I (the sponsor) agree to the following terms:

- 🐾 The event will be referred to as A Day of Giving 2025. The SPCA will be the presenter and sole proprietor of this event.
- 🐾 The specific sponsorship benefits are as stated in the levels attached. Any other ideas or suggestions for promotions will require advanced written approval by a designated A Day of Giving representative for SPCA Monterey County.
- 🐾 I, the sponsor, grant permission to the SPCA to use our company name and logo(s) as appropriate to the chosen sponsor level in publicity and promotional materials described under A Day of Giving sponsorship benefits. SPCA Monterey County will obtain the sponsor's consent before any additional use of company name or logo(s).

Sponsor Contact Information

Contact Name	<input type="text"/>		
Company Name <small>(as it should appear in publications)</small>	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
		Zip	<input type="text"/>
Phone	<input type="text"/>	Email	<input type="text"/>

Company Social Media Handles

Facebook @	<input type="text"/>
Instagram @	<input type="text"/>
X/Twitter @	<input type="text"/>

Sponsor Levels

\$10,000 Top Dog	<input type="checkbox"/>	\$7,500 Humane Hero	<input type="checkbox"/>
\$5,000 Best Friend	<input type="checkbox"/>	\$2,500 True Companion	<input type="checkbox"/>
\$1,200 Fur Friend	<input type="checkbox"/>	\$750 Paw Patron	<input type="checkbox"/>

I am not able to sponsor this year, but please accept my donation of

Please indicate preferred payment

Check is enclosed	<input type="checkbox"/>	Please invoice me	<input type="checkbox"/>
By credit card at spcamc.org/sponsor	<input type="checkbox"/>		

Signature	<input type="text"/>	Date	<input type="text"/>
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