



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 animal welfare 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 multiple 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 7, 2024.

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, 2022 - June 30, 2023

3,059

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

2,220

WILDLIFE RESCUED

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



811

CRUELTY CASES

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

7,951

KIDS EDUCATED

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



809

PETS SAVED WITH TLC

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

7,170

SPAY/NEUTERS

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



1,218

PETS TRAINED

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

63,838

POUNDS OF FREE PET FOOD

Your support kept families together with our free Pet Food Bank



1,194

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

SPCA Monterey County followers will see your brand aligned with our work on these platforms



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

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:



Recognition on Facebook (available at the Best Friend Sponsor Level and above.)



Recognition on Instagram and Twitter/X (available at all Sponsor Levels.)

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, and 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 Fur Friend Sponsor Level and above.)



The SPCA Monterey County Claire Jacobson Learning Center is scheduled to open May 2024 and we'd like your staff to be among the first 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.

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 on April 18, 2024, at 9am	6 tickets	4 tickets	4 tickets	2 tickets	2 tickets	2 tickets
Sponsor recognition on an adoption kennel for one (1) year						
Complimentary Facilities Rental of SPCA's newly renovated Learning Center						
Photoshoot with sponsor representative and shelter animal to be shared on X and Instagram						
Puppies (or Kittens) and Pastries delivered to your office						
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 January 15, 2024, to receive all perks and recognition. SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.



2024 Sponsorship Agreement Form



By signing below, I (on behalf of the named company) agree to sponsor A Day of Giving 2024 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 2024. 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

Company Name

(as it should appear in publications)

Address

City

State

Zip

Phone

Email

Company Social Media Handles

Facebook @

Instagram @

X/Twitter @

Sponsor Levels

\$10,000 Top Dog

\$7,500 Humane Hero

\$5,000 Best Friend

\$2,500 True Companion

\$1,200 Fur Friend

\$750 Paw Patron

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

Please indicate preferred payment

Check is enclosed

Please invoice me

By Credit card at spcamc.org/sponsor

Signature

Date

For questions or to pay by phone, please contact Andrea Satterfield, Event & Development Engagement Manager, at asatterfield@spcamc.org or (831) 264-5431.

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Thank You!

Thanks to generous donors and sponsors SPCA Monterey County raised over **\$330,000** during last year's A Day of Giving Telethon which aired on March 9, 2023.



HUMANE HERO



BEST FRIEND



TRUE COMPANION



FUR FRIENDS



PAW PATRON

