PAWS
of Hertford County

# ANNUAL SPONSORS

## 2023 CORPORATE SPONSORSHIP PACKET

## 2022 Board of Directors

**Chairperson**
JoAnn Jones

**Vice-Chairperson**
Ashton Weller

**Secretary**
Kelsey Fadness (Interim)

**Treasurer**
Kelsey Fadness (Interim)

## 2022 Leadership Team

**Director of Feline Program**
JoAnn Jones

**Director of Canine Program**
Jennifer Cates

**Director of Public Relations, Marketing & Fundraising**
Kelsey Fadness

**Director of Feline Adoptions**
JoAnn Jones

**Director of Canine Adoptions**
Kathleen Howard

**Community Relations Coordinator**
Paula Burke

## Serving Animals of Hertford County, NC

Founded in 2006, PAWS of Hertford County serves the community members and their animals. Our hope is to create a community where responsible actions result in fewer homeless cats and dogs.

## Our Mission

To provide animals with welfare and security.

## Telephone

252-642-7297 (PAWS)

## Email

info@pawsofhertfordcounty.org

## Website

www.pawsofhertfordcounty.org

## Shelter Address

231 Mt. Moriah Rd.
Winton, NC 27986

## Mailing Address

PO BOX 153
Murfreesboro, NC 27855

We are a 501(c)(3) non-profit organization.
Tax ID #20-4940600.

PAWS of Hertford County

Dear Community Partner,

Each year, hundreds of homeless animals find themselves in the County Animal Shelter facing an uncertain fate. With the generosity of our supporters, we are able to pull approximately 80% of those cats and dogs into our care and provide them with basic needs, medical care and lots of love and compassion.

**In 2021, with the help of our supporters:**

- 289 cats and dogs were brought into our care
- 94 cats and dogs found forever homes
- 143 cats and dogs were transferred to rescue partners
- 12 dogs were provided lifesaving heartworm treatment
- 240+ community cats and dogs were provided with spay or neuter
- PAWS maintained a 99.5% live release rate

**Our online engagement includes:**

- 8,600+ followers on our social media platforms
- 25,000+ website views
- 1,600+ subscribers to our e-blasts

PAWS of Hertford County is lucky to have support from individuals, businesses and organizations like you. Our mission of providing cats and dogs with welfare and security, and our vision of creating a community where responsible actions result in fewer homeless cats and dogs, is only possible with your help.

We would be very grateful to have you support our mission and the animals in our care by becoming an Annual Partner. **Will you consider making a donation, either monetarily or in-kind, to support our lifesaving efforts in 2023?**

The following pages outline the various partnership options available, each supporting our our mission for the animals.

*Kelsey Fadness*

Kelsey Fadness
Director of Public Relations, Marketing and Fundraising

Pippen + Poppy were both diagnosed with eyelid agenesis, meaning that their eyelids were not fully formed and their eyelashes were scratching their eyes. Enucleation was recommended by the vet, which we were able to provide because of generous donors.

# MIRACLE SPONSOR

## $5,000 SPONSORSHIP

Our Exclusive Miracle Sponsor will help us provide care to those who urgently need us most. These sponsors help us take in a cat or dog needing medical care without hesitation, as they provide funds to have the cat or dog provided with immediate, lifesaving care.

### Brand Recognition

- Advertisement in Adoption Folder (8.5" x 11")*
- Monthly recognition in weekly e-newsletter, Planet PAWS (w/photo and write-up)*
- Dog Kennel Sponsorship at our facility with your logo for one (1) year
- Company logo in e-blast signature (average open rate of 31%)
- Company logo printed on Annual Sponsor banner at our shelter, publicly visible
- Company logo included on Annual Sponsor page in 2023 Annual Report
- Company logo w/link on PAWS website
- Company logo printed on event materials as an Annual Sponsor

### Social Media Recognition

- Monthly recognition of partnership on our social media platforms, including Facebook, Instagram, Twitter and LinkedIn (w/photo and write-up)*

** All content must be approved by PAWS of Hertford County*

Farrah was one of the 200+ cats and dogs that we provided preventative medications and vaccinations to. She was also provided with a microchip before finding her forever family.

# PLATINUM SPONSOR

## $2,500 SPONSORSHIP

Our Platinum Sponsors help us provide basic preventative and medical care to our cats and dogs. Each animal that we care for receives preventatives (such as flea/tick, dewormer, heartworm), vaccinations (such as rabies, bordatella, DAPP, FVRCP) and a microchip.

### Brand Recognition

- Advertisement in Adoption Folder (8.5" x 5.5")*
- Quarterly recognition in weekly e-newsletter, Planet PAWS (w/photo and write-up)*
- Cat Kennel Sponsorship at our facility with your logo for one (1) year
- Company logo in e-blast signature (average open rate of 31%)
- Company logo printed on Annual Sponsor banner at our shelter, publicly visible
- Company logo included on Annual Sponsor page in 2023 Annual Report
- Company logo w/link on PAWS website
- Company logo printed on event materials as an Annual Sponsor

### Social Media Recognition

- Quarterly recognition of partnership on our social media platforms, including Facebook, Instagram, Twitter and LinkedIn (w/photo and write-up)*

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Hopi came into our care as a very young kitten and needed lots of nutrient dense food to help him grow. Because of generous donors, we are able to provide these types of needs to over 250 cats and dogs each year.

# GOLD SPONSOR

## $1,500 SPONSORSHIP

Our Gold Sponsors help us provide basic care to our cats and dogs. The expense of basic necessities such as food, paper towels, and soap add up throughout the year. Gold Sponsors will help us keep our supplies stocked.

### Brand Recognition

- Advertisement in Adoption Folder (4.25" x 2.75")*
- Semi-annual recognition in weekly e-newsletter, Planet PAWS (w/photo and write-up)*
- Company logo in e-blast signature (average open rate of 31%)
- Company logo printed on Annual Sponsor banner at our shelter, publicly visible
- Company logo included on Annual Sponsor page in 2023 Annual Report
- Company logo w/link on PAWS website
- Company logo printed on event materials as an Annual Sponsor

### Social Media Recognition

- Semi-annual recognition of partnership on our social media platforms, including Facebook, Instagram, Twitter and LinkedIn (w/photo and write-up)*

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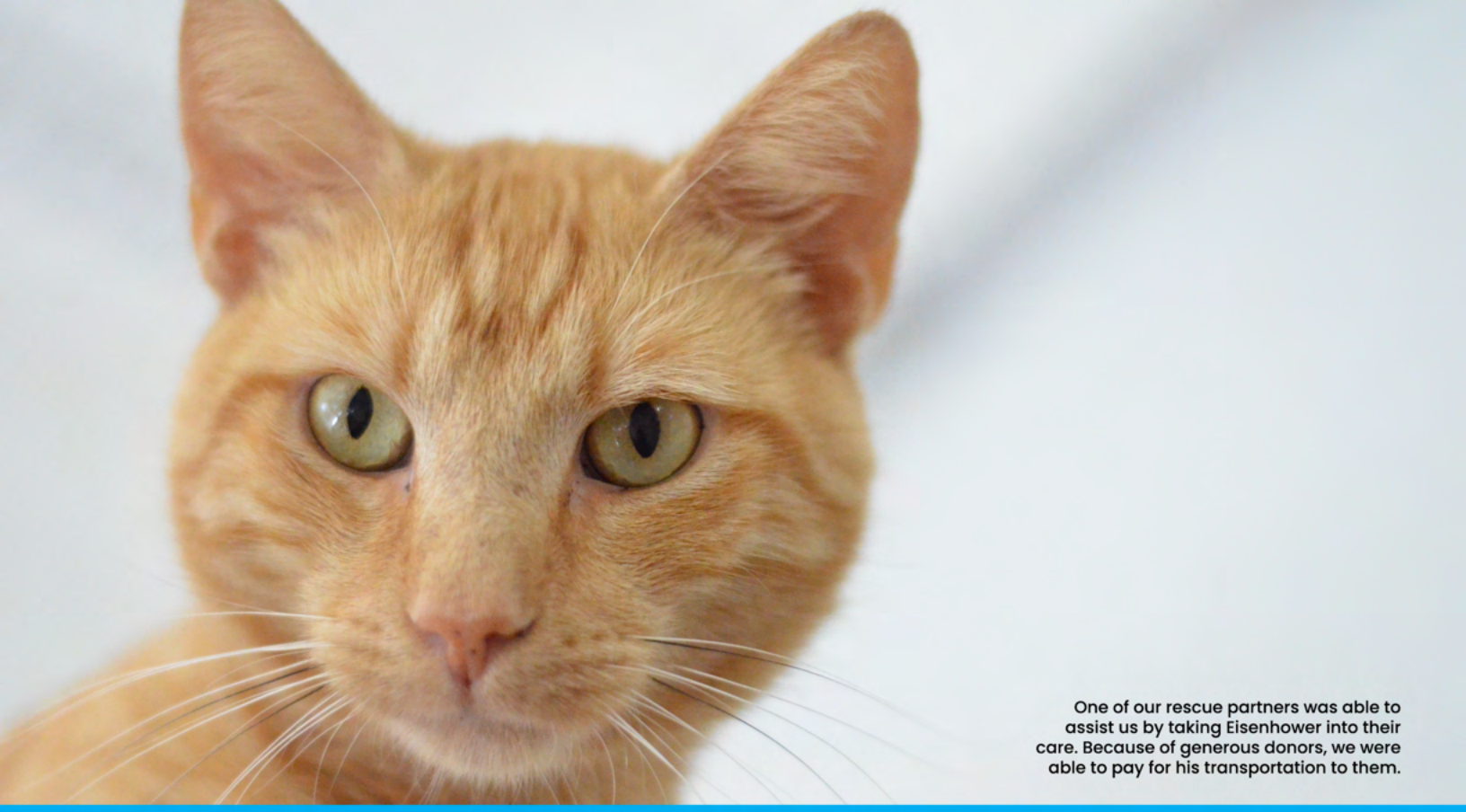

One of our rescue partners was able to assist us by taking Eisenhower into their care. Because of generous donors, we were able to pay for his transportation to them.

# SILVER SPONSOR

## $1,000 SPONSORSHIP

Our Silver Sponsors will help us transport our cats and dogs to veterinary appointments, adoption events and rescue partners. Transportation is expensive with gas and stipends, but it is vital to saving as many lives as possible.

### Brand Recognition

- Advertisement in Adoption Folder (4.25" x 2.75")*
- One-time recognition in weekly e-newsletter, Planet PAWS (w/photo and write-up)*
- Company logo in e-blast signature (average open rate of 31%)
- Company logo printed on Annual Sponsor banner at our shelter, publicly visible
- Company logo included on Annual Sponsor page in 2023 Annual Report
- Company logo w/link on PAWS website
- Company logo printed on event materials as an Annual Sponsor

### Social Media Recognition

- One-time recognition of partnership on our social media platforms, including Facebook, Instagram, Twitter and LinkedIn (w/photo and write-up)*

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# BRONZE SPONSOR

## $500 SPONSORSHIP

Our Bronze Sponsors will provide monetary assistance for us to use as needed throughout the year. We endure a lot of unexpected expenses with animal care and our facility or vehicles. Bronze Sponsors will ensure that we can always take care of what is needed.

### Brand Recognition

- One-time recognition in weekly e-newsletter, Planet PAWS (w/photo and write-up)*
- Company logo in e-blast signature (average open rate of 31%)
- Company logo printed on Annual Sponsor banner at our shelter, publicly visible
- Company logo included on Annual Sponsor page in 2023 Annual Report
- Company name w/link on PAWS website
- Company logo printed on event materials as an Annual Sponsor

### Social Media Recognition

- One-time recognition of partnership on our social media platforms, including Facebook, Instagram, Twitter and LinkedIn (w/photo and write-up)*

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PAWS of Hertford County

# 2023 SPONSORSHIP OVERVIEW

| | $5,000 Miracle Sponsor (1 Available) | $2,500 Platinum Sponsor (Unlimited) | $1,500 Gold Sponsor (Unlimited) | $1,000 Silver Sponsor (Unlimited) | $500 Bronze Sponsor (Unlimited) |
|---|---|---|---|---|---|
| Advertisement in PAWS Adoption Folders * | 8.5" x 11" | 8.5" x 5.5" | 4.25" x 2.75" | 4.25" x 2.75" | |
| Recognition of partnership in weekly e-newsletter, Planet PAWS (w/photo & write-up) * | Monthly | Quarterly | Semi-Annual | One-Time | One-Time |
| Kennel Sponsorship at our shelter (for 1-year) | Dog Kennel | Cat Kennel | | | |
| Company logo in e-newsletter signature (avg open-rate of 31%) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo printed on publicly visible Annual Sponsor banner at shelter | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo included on Sponsor Page in 2023 Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inclusion on PAWS website with link | Company Logo | Company Logo | Company Logo | Company Logo | Company Name |
| Recognition of partnership on PAWS social media platforms (photo and write-up) * | Monthly | Quarterly | Semi-Annual | One-Time | One-Time |
| Company logo included on event materials as Annual Sponsor | ✓ | ✓ | ✓ | ✓ | ✓ |

** Content must be approved by PAWS of Hertford County*

PAWS of Hertford County

PAWS of Hertford County
231 Mt. Moriah Road
Winton, NC 27986

# 2023 SPONSORSHIP AGREEMENT

Business Name: _____

Business Contact Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____ Phone Number: _____

Web Address: _____

**Select Sponsorship Level:**

☐ Miracle $5,000 ☐ Platinum $2,500 ☐ Gold $1,500 ☐ Silver $1,000 ☐ Bronze $500

☐ Other*: _____

** Benefits may differ depending on amount donated.*

_____ _____

Business Contact Signature Date

**Please make your check payable to PAWS of Hertford County and mail it with your completed sponsorship form no later than November 30, 2022 to reserve your sponsorship:**

PAWS of Hertford County
Attn: Kelsey Fadness

By Mail:
PO BOX 153
Murfreesboro, NC 27855

By Email:
kelsey@pawsofhertfordcounty.org

Sponsorships can also be purchased online at www.pawsofhertfordcounty.org.
Please contact Kelsey at kelsey@pawsofhertfordcounty.org to purchase online.

PAWS of Hertford County is a 501(c)3 non-profit meaning that your donation is tax deductible.

Internal Use Only:
Date Received: _____ Approved: _____ Paid: _____

# WAYS TO HELP

See additional ways to help our cats and dogs below.

## General Donations

If interested in making a monetary donation in a lesser amount than offered as a corporate partner, please visit our website, pawsofhertfordcounty.org.

Checks can be mailed to:
PAWS of Hertford County
PO BOX 153
Murfreesboro, NC 27855

Venmo: @ PAWSofHertfordCounty

## Portion of Proceeds

Interested in donating a portion of proceeds from sales to PAWS? Please contact us at fundraising@pawsofhertfordcounty.org.

## Donation Matching

Are you or your company interested in matching donations? Please contact fundraising@pawsofhertfordcounty.org.

## In-Kind Donations

Interested in donating food or other needed supplies? You can shop our Amazon Charity List, Chewy Wish List or have items shipped to our mailing address:

PO BOX 153
Murfreesboro, NC 27855

Interested in donating shreddies or newspaper? Drop it off at our shelter or at an adoption event.

Want to donate items for an auction or raffle? Please contact fundraising@pawsofhertfordcounty.org for details.

## Host a Fundraiser

Are you interested in hosting a fundraiser or donation drive for the cats and dogs at PAWS? Please contact us at fundraising@pawsofhertfordcounty.org.

**PAWS OF HERTFORD COUNTY**
PO BOX 153
MURFREESBORO, NC 27855