



CORPORATE PARTNERS
2024 SPONSOR OPPORTUNITIES

2023 Board of Directors

Chairperson

JoAnn Jones

Vice-Chairperson

Jennifer Cates

Secretary

Kelsey Fadness (Interim)

Treasurer

Kelsey Fadness

2023 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

Jennifer Cates

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 bring hearts together to provide animal welfare and security.

Telephone

252-642-7297 (PAWS)

Email

info@pawsofhertfordcounty.org

Website

www.pawsofhertfordcounty.org

Shelter Address

231 Mt. Moriah Road
Winton, NC 27986

Mailing Address

PO Box 153
Murfreesboro, NC 27855



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





Dear Community Partner,

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

As of September 1, 2023, with the help of our supporters:

- 276 cats and dogs have been brought into our care
- 97 cats and dogs have found forever homes
- 129 cats and dogs have been transferred to rescue partners
- 13 dogs have been provided lifesaving heartworm treatment
- 180+ community cats and dogs have been spayed or neutered
- In 2022, PAWS maintained a 96.6% live-release rate

Our online engagement includes:

- 9,100+ followers on our social media platforms
- 18,000+ website views
- 1,500+ subscribers to our e-blasts


PAWS of Hertford County is fortunate 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 2024?

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

Kelsey Fadness

Kelsey Fadness
Director of Public Relations, Marketing and Fundraising



Finley and his two siblings found themselves facing an unknown fate in January. At only 3 months old, they were found wandering a busy road in Hertford County, not far from the County Animal Shelter. They were wandering in the cold without shelter and with mange, meaning that most of their fur was gone, leaving them exposed to the elements. Because of the generosity of our supporters, we were able to not only help provide lifesaving care to these three, but we were able to pull them into safety in the nick of time.

LEADER OF THE PACK

\$5,000 SPONSORSHIP

Our Leader of the Pack Sponsors 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 folders (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 30%)
- Company logo included on Annual Sponsor page in 2024 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, and LinkedIn (w/photo and write-up)*

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



Emory came into our care after it was assumed she had been hit by a car. Her lower jaw was detached and she had to receive lifesaving surgery. They were successfully able to fix her jaw and pull a few teeth that were too damaged. Now she is living happy and pain-free!

HUMANE HERO

\$2,500 SPONSORSHIP

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


Brand Recognition

- Advertisement in adoption folders (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 30%)
- Company logo included on Annual Sponsor page in 2024 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, and LinkedIn (w/photo and write-up)*

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



Umbra remained in our care for over 1 year before she found her forever family at one of our adoption events. We were able to continue to provide her with basic needs because of the generosity of our donors.

GUARDIAN ANGEL

\$1,500 SPONSORSHIP

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


Brand Recognition

- Advertisement in adoption folders (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 30%)
- Company logo included on Annual Sponsor page in 2024 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, and LinkedIn (w/photo and write-up)*

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



Mardi Gras, who had been adopted but was recently returned, was able to come back into our care without hesitation when her adopters could no longer keep her because of our donors support.

LOYAL COMPANION

\$1,000 SPONSORSHIP

Our Loyal Companion Sponsors 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 folders (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 30%)
- Company logo included on Annual Sponsor page in 2024 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, and LinkedIn (w/photo and write-up)*

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



Cullen was a happy, go-lucky boy but happened to be deaf. Volunteers helped to train Cullen based on his needs and he was able to start 2023 in his forever home as a New Year's Day adoption!

PAW PRINTS

\$500 SPONSORSHIP

Our Paw Print Sponsors help provide monetary assistance for us to use as needed throughout the year for unexpected expenses like animal care and the maintenance of our facility and vehicles.

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 30%)
- Company logo included on Annual Sponsor page in 2024 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, and LinkedIn (w/photo and write-up)*

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2024 SPONSORSHIP OVERVIEW

	\$5,000 Leader of the Pack	\$2,500 Humane Hero	\$1,500 Guardian Angel	\$1,000 Loyal Companion	\$500 Paw Prints
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 30%)	✓	✓	✓	✓	✓
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 & write-up)*	Monthly	Quarterly	Semi-Annual	One Time	One Time
Company logo included on event materials as Annual Sponsor	✓	✓	✓	✓	✓



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

2024 SPONSORSHIP AGREEMENT

Business Name: _____

Business Contact Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____ Phone: _____

Web Address: _____

Select Sponsorship Level:

☐ \$5,000 ☐ \$2,500 ☐ \$1,500 ☐ \$1,000 ☐ \$500

☐ Other*: _____

* Benefits differ depending on amount donated. Anything less than \$500 will be considered a general donation.

Business Contact Signature

Date

To reserve your sponsorship:

- ☐ Make your check payable to PAWS of Hertford County and mail it with your completed sponsorship form no later than December 15, 2023 to reserve your sponsorship:
PAWS of Hertford County
Attn: Kelsey Fadness
PO Box 153
Murfreesboro, NC 27855
- ☐ Purchase online by emailing your completed sponsorship form to kelsey@pawsofhertfordcounty.org no later than December 15, 2023.

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



WAYS TO HELP

ADDITIONAL WAYS YOU CAN HELP OUR CATS & DOGS

General Donations

If interested in making a monetary donation in a lesser amount than offered as a corporate sponsor, 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 monetary donations? Please contact us at fundraising@pawsofhertfordcounty.org

In-Kind Donations

Interested in donating food or other needed supplies? You can shop from one of our wish lists or have items shipped to our mailing address:

PO Box 153
Murfreesboro, NC 27855



Amazon Wish List



Chewy Wish List

Interested in donating shreddies or newspapers? Drop them off at our shelter or at an adoption event.

Interested in donating items for an auction or raffle? Please contact fundraising@pawsofhertfordcounty.org for details.

Host a Fundraiser

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



PAWS OF HERTFORD COUNTY, INC.

PO BOX 153

MURFREESBORO, NC 27855

