



# SPONSORSHIP OPPORTUNITIES 2020



## About Friends of BCAS

Friends is a 501(c)(3) non-profit organization with the goal of supporting the county's largest animal shelter to encourage adoption. Through our fundraising, we help the lives of thousands of animals through a variety of initiatives. **Our organization depends on the generosity of donors to help fund our mission.**

## What Is Our Mission?

To save the lives of homeless animals and promote their adoption by working with the county shelter and community to reach our no-kill vision by 2025.

## Strategic Goals:

- 🐾 Improve the quality of life for shelter animals by providing care, comfort, and compassion to increase chance of adoption
- 🐾 Reduce the number of homeless animals within the community by sponsoring low cost spay/neuter surgeries
- 🐾 Advocate for legislation to protect homeless animals within the county
- 🐾 Build a community where people value animals and treat them with respect and kindness
- 🐾 Expand Trap-Neuter-Return program throughout the county

## About Our Signature Event



## October 4, 2020 - Ready To Go Virtual!

Due to COVID-19, our annual event will now be held virtually to maintain the safety of our participants. Hundreds are registering to run/walk along many of the area's beautiful trails in support of animal welfare while gaining access to important local resources and information from our sponsors.

## Why Sponsor?

Non-profit event marketing is an excellent way to reach your customers. The exposure that comes with sponsoring can provide your company with a hands-on, entertaining, memorable experience.



- 🐾 **Enhance Your Image** - Consumers are more likely to view your brand positively when associated with an established and well-respected charity. *We received the Burlington County Times Best Charity Award in 2015, 2016, 2017 and 2019.*
- 🐾 **Get Noticed** - Sponsoring allows you to extend your reach to families, individuals, and businesses across the county. 70% of US households have a family pet.
- 🐾 **Differentiate** - Set yourself above your competitors and build employee and company morale by contributing to an important cause.
- 🐾 **Grow Your Animal Welfare Side** - Homeless animals deserve a loving home; work with us to provide them a better future.

Your sponsorship can leverage the benefits provided on the next page to promote your business year-round. If you prefer, we can customize a package to accommodate your needs. Exclusive naming opportunities are also available.

**For more information, contact Beth Sloan at [events@friendsofbcas.org](mailto:events@friendsofbcas.org).**

*\*Inclusion on marketing materials and communications dependent upon agreement date and production deadlines.*



## Benefits

**Best in Show**  
**\$3,000**

**Top Cat**  
**\$1,500**

**Champion**  
**\$750**

**Best Friend**  
**\$350**

**Faithful Companion**  
**\$150**

<ul style="list-style-type: none"> <li>Joint message announcing partnership: press release, website, social media (24,500+ likes)</li> <li>Welcome event attendees during virtual opening ceremony (+2 minutes to share information about your business)</li> <li>Spotlight on Sponsorship e-blast (8,000+ recipients)</li> </ul>	✓				
<ul style="list-style-type: none"> <li>Inclusion of company branded item / literature in 200 race bags</li> <li>Verbal recognition during virtual ceremony</li> </ul>	✓	✓	✓		
Complimentary event t-shirts	<b>10</b>	<b>8</b>	<b>5</b>		
Facebook posts promoting your business (24,500+ likes)	<b>3 posts</b>	<b>2 posts</b>	<b>1 post</b>		
Logo on event t-shirt and event virtual signage	<b>Large</b>	<b>Medium</b>	<b>Small</b>	<b>X-Small</b>	
Logo/link on Friends of BCAS website and 5K Race Site	<b>Large</b>	<b>Medium</b>	<b>Small</b>	<b>X-Small</b>	<b>Name only</b>

*If your company wishes to simply donate and receive a tax deduction letter, please mail your check to the address listed below. Companies are now entitled to a 25% deduction versus 10% pre-CARES ACT.*

### **Commitment Form**

Sponsorship Level \_\_\_\_\_  
 Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Signature \_\_\_\_\_

### **Payment Options:**

Enclosed is a check       Request an invoice       [Pay by Credit Card](#)

*Checks can be made payable to Friends of the Burlington County Animal Shelter  
 Mail to 3111 Route 38, Suite 11 #238, Mount Laurel, NJ 08054  
 Tax I.D. 45-4598820*

*Signed commitment form and payment must be received by August 24<sup>th</sup> to receive full benefits.*