



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.

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

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 24th to receive full benefits.