



## Sponsorship Opportunities

### 2021 Annual Sponsorship Opportunities

Your sponsorship saves pets and supports families.

With the changes 2020 and 2021 have delivered, we are doing things a little differently this year. Instead of offering sponsorships at just one of our signature events, we are offering annual sponsorships that will provide your company visibility at all of The Arizona Pet Project's events held this year! These changes are designed to keep everyone safe while delivering not one but five great opportunities to highlight our sponsors.

This year's annual sponsorship benefits will include the following events:

- 2021 Hero Awards, a virtual event on March 25, and broadcast to The Arizona Pet Project's 20,000 social media and email supporters.
- 2021 Desert Duck Derby, a virtual and in-person event taking place on May 01. In its first year, the event reached over 100,000 viewers through a combination of social media and traditional media outlets.
- 2021 VIP and Sponsor Dinner, an intimate and exclusive celebration of this year's Hero Award winners, taking place on October 22 at the picturesque Ocotillo.
- Two additional events are being planned for the Summer and Winter season, and more information will follow.

What has *not* changed this year is the tremendous impact your support has on our community and, in particular, our most vulnerable families with pets, like survivors of domestic violence, the unsheltered, and the elderly. Thanks to you, The Arizona Pet Project will be there in times of crisis, ensuring that nobody has to make the impossible decision between accessing shelter or care and keeping their beloved pets.

Your commitment will also ensure healthier and safer communities through mobile spay, neuter, and vaccine clinics. The Arizona Pet Project's Wellness Clinics bring resources to high-need neighborhoods that love their pets but lack access to veterinary resources. Ensuring pets are fixed and vaccinated reduces the number of homeless pets, decreases roaming strays, and increases life quality.

This year, we're excited to announce that your sponsorship will help The Arizona Pet Project open its very own Pet Support Center in South Phoenix, focused on low-income pet owners who often don't know where to turn when they need help. Our brand-new center is the Valley of the Sun's first of its kind, and it's all possible because of you!

Thanks to supporters like you, The Arizona Pet Project has been able to provide services to families in need and their pets —over 145,000 of them since 2005, making *you* a life-saving hero!



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		Presenting	Top Dog	Tail Wagger	Pack Leader	Pet Partner
	Investment	\$50,000	\$20,000	\$10,000	\$7,500	\$5,000
Virtual HERO Awards March 25	Website link in virtual event					
	Virtual event mentions	4	3	2	1	1
	Virtual pre-show inclusion	<b>Highlight Video</b>	<b>Highlight Video</b>	<b>Logo</b>	<b>Mention</b>	<b>Mention</b>
	Acknowledgement in newsletter					
	Linked logo on website					
	Social media mentions	4	2	1	1	1
	"Presented by" Acknowledgements in print and press releases and materials					
Logo on screen during event						
VIP HERO November 2021	Acknowledgement in program					
	Program ad size	<b>Full</b>	<b>Half</b>	<b>Quarter</b>		
	360 degree visibility including Gobo wall projection					
	6-person guest table	3	2	1	1	1
	Branded HERO award OR cocktail/dessert hour					
Community Events	Sponsorship of spay/neuter mobile clinic					
	*Summer Event (TBD)					
	*Winter Event (TBD)					
Duck Derby May 1	Social Media Mentions	4	2	1	1	1
	Acknowledgement in newsletter					
	Linked logo on website					

\*The Summer and Winter Events are TBD. With your sponsorship, this will include the same deliverables as our Duck Derby event for each level: social media mentions, acknowledgement in newsletter, and a linked logo on our website.