

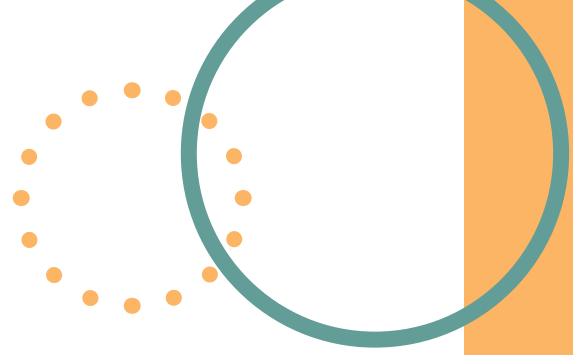
Second Chance!
animal rescue society 

SPONSORSHIP PACKAGE

20
23



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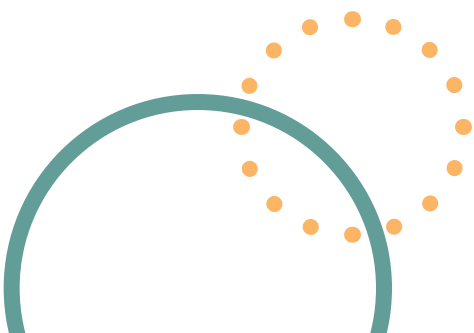
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ABOUT US

Dear SCARS Supporter,

SCARS is a non-profit, registered charitable organization that is dedicated to reducing the number of homeless, injured and abandoned animals in northern Alberta. Since 2002, SCARS has rescued, rehabilitated and re homed over 16,000 cats, dogs, puppies and kittens.

As we do not receive any type of sustained or government funding we rely on the generosity of you, our wonderful supporters. Without you we could not continue to provide care for the hundreds and thousands of deserving animals we take in each year.

Every year SCARS holds fundraising initiatives that support our mission to promote the humane care and protection of all animals and to prevent cruelty and suffering. We are seeking your support to help us reach our goals, we never want to have to turn away an animal in need.

This year we have eight major fundraising events planned: the Spring Craft Fair, Whiskers & Wheels, Tails on the Trails, PARS for SCARS Golf Tournament, Critters & Cocktails, the Winter Craft Fair, the 2024 Calendar sponsorships as well as website sponsorships.

In addition to these eight initiatives we also host numerous adoption events, puppy and kitten yoga, and a garage sale just to name a few. There is truly something for everyone!

We have broken the events down into seasons - Spring/Summer and Fall/Winter as well as the Calendar/Website category. We have outlined the sponsorship opportunities available for each event. Each has a variety of sponsorship levels with their own unique benefits. We are opening these up to you, our supporters, to select which opportunity best fits you and your organization.



THANK YOU!

FALL & WINTER SPONSORSHIP OPPORTUNITIES

Interested in signing on as a sponsor?

Complete the Sponsorship agreement on page 21. If you're interested in becoming a sponsor for multiple events contact us for further details.

Sponsorship Package Designed by:



CRITTERS & COCKTAILS

Critters & Cocktails is a themed banquet event and is our premier signature fundraiser. SCARS has been hosting this event for many years and it is extremely popular and well-attended. We hosted 400+ guests in 2022. Critters & Cocktails brings in the largest sum of funds for SCARS each year, allowing us to continue to care for many deserving animals.

When: November 4, 2023

Where: Italian Cultural Center

14230 133 Ave NW Edmonton

The **Friend**, **Rescuer**, **Protector** and **Benefactor** sponsorships are for anyone that would like to donate towards the event in general instead of selecting one of the exclusive sponsorships listed.



Incentive Levels:



Friend

\$500

Includes:

- Company listed on event program
- Company listed on web event page
- Company listed on event slideshow
- Recognition by MC
- Recognition in sponsor 'Thank you' social media posts



Protector

Includes: \$2000-\$4999

- All of Rescuer level incentives +
- Half- page company logo in event program
- Full-page logo in slideshow
- Recognition by MC including brief description of your company
- Two complimentary tickets to the gala



Rescuer \$1000-\$1999

Includes:

- All Friend level incentives +
- One-quarter page company logo in event program
- Half-page company logo in slideshow



Benefactor


\$5000+

Includes:

- All of Protector level incentives +
- Full-page logo in event program
- Full page logo in slideshow
- Company logo on event signage
- Four complimentary tickets to the gala

CRITTERS & COCKTAILS


Sponsorship Packages:



Puppy Parade Sponsor **\$1500**

Includes:


- Rescuer Level incentives+
- Company signage at puppy enclosure and parade



Theme Decor Sponsor **\$1500**

Includes:

- Rescuer Level incentives+
- Company name in centerpieces and decor



Production Sponsor **\$1500**

Includes:

- Rescuer Level incentives+
- Additional company mentions in slideshow



Program Sponsor **\$1500**

Includes:

- Rescuer Level incentives+
- Special company mentions by event MC



Photo Booth Sponsor **\$1500**

Includes:

- Rescuer Level incentives+
- Company name at photo booth

See next page for
more Sponsorship
Opportunities!



CRITTERS & COCKTAILS

Sponsorship Packages Continued:





Table Wine Sponsor **\$2500**

Includes:


- Protector Level incentives+
- Company name on wine bottles



Entertainment Sponsor **\$2500**

Includes:

- Protector Level incentives+
- Company name displayed at DJ booth



Meal Sponsor **\$5000+**

Includes:

- Benefactor Level incentives+
- Company name on meal carts



Trip Sponsor **\$5000+**

Includes:

- Benefactor Level incentives+
- Company logo featured during live auction



Thank you for
your support!

WINTER CRAFT FAIR

Celebrate Winter Gift Market

The SCARS 'Celebrate Winter' Gift Market is open to vendors and small businesses who wish to showcase their products. The market attracts 90+ vendors of all types and is extremely popular. It is a staple of the Edmonton market scene with many vendors and buyers returning year after year. There will also be photo and meet-and-greet opportunities with some of our lovely SCARS animals too!

When: November 25 & 26, 2023

Where: Alberta Aviation Museum
11410 Kingsway Ave. Edmonton



Event Sponsor

\$2000

Includes:

- Recognition on all social media platforms
- Company listed on our website event page
- Company listed on our Facebook event page
- Company signage at the event
- Optional: Table/booth at the venue
- Company business cards/pamphlets displayed at venue entrance
- Company introduction and recognition at event

Adoption Booth Sponsor

\$500

Includes:

- Company listed on our website event page
- Company listed on our Facebook event page
- Company sign at adoption area at the venue
- Company business cards and/or pamphlets displayed at adoption booth area

Photo Sponsor

\$500

Includes:

- Company listed on our website event page
- Company listed on our Facebook event page
- Company sign at Photo Booth

CALENDAR & WEBSITE SPONSORSHIP OPPORTUNITIES

Interested in signing on as a sponsor?

Complete the Sponsorship agreement on page 21. If you're interested in becoming a sponsor for multiple events contact us for further details.

Sponsorship Package Designed by:



CALENDARS 2024

Every year SCARS creates these popular and conveniently-sized calendars featuring rescue animals that have come into our care. Proceeds from the sale of these calendars goes directly to support our rescue efforts.

The calendars are published in November each year.

Month/Page Sponsors:

December 2023: Available

January: Available

February: Available

March: Available

April: Available

May: Available

June: Available

July: Available

August: Available

September: Available

October: Available

November: Available

December: Available

Year in Review 2025: Available



WEBSITE

The pages on our website are visited roughly 30,000+ each month. Most of the visits are to the adoptable animals pages. Due to the amount of traffic on these pages we sell advertising to help fund more animal rescues.

This initiative is ongoing throughout the year.



6 Month Sponsorship

\$800

Includes:

Company logo appearing randomly (from the pool of advertisers) on an individual animal's page. The logo will move to another page should that animal be adopted and removed from the website



1 Year Sponsorship

\$1500

Includes:

Company logo appearing randomly (from the pool of advertisers) on an individual animal's page. The logo will move to another page should that animal be adopted and removed from the website

Thank you for taking the time to review our 2023 sponsorship opportunities.

If you are interested in joining us as a sponsor please complete the agreement on the following page. If you're interested in sponsoring multiple events please contact us for further information.

In-kind donations are always welcome and will be used in the online and/or live auction held concurrently with the events.



SPONSORSHIP AGREEMENT

YES, our organization would like to be a **GENERAL SPONSOR** for:

- | | |
|--|---|
| <input type="checkbox"/> Spring Craft Fair | <input type="checkbox"/> Critters & Cocktails |
| <input type="checkbox"/> Whiskers & Wheels Roadshow | <input type="checkbox"/> Winter Craft Fair |
| <input type="checkbox"/> Tails on the Trails Pledge Walk | <input type="checkbox"/> 2024 Calendar |
| <input type="checkbox"/> Pars for SCARS Golf Tournament | <input type="checkbox"/> Website |

I commit to being a _____ Level Sponsor for \$ _____

OR

YES, our organization would like to be an **EXCLUSIVE SPONSOR**; and we would like to sponsor _____ (item) for the _____ event.

- | | |
|--|---|
| <input type="checkbox"/> Cheque (please make payable to Second Chance Animal Rescue Society) | |
| <input type="checkbox"/> Credit card payment | <input type="checkbox"/> E-transfer to Scars@scarscare.ca |

Company Name: _____

Contact Name and Title: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Email: _____

By signing below, I agree to sponsor the event indicated at the amount listed above,

Signature: _____ Date: _____

SCARS Representative Name and Title: _____

SCARS Signature: _____ Date: _____

Please e-mail the completed Sponsorship Agreement to sponsorships@scarscare.ca

Thank you for your support!