

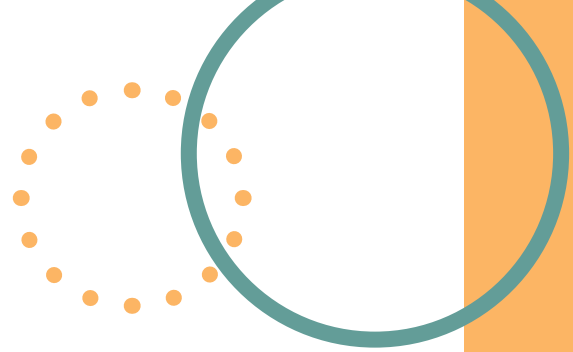
Second Chance!
animal rescue society 

SPONSORSHIP PACKAGE

20
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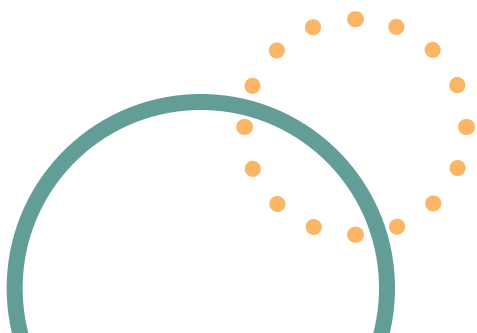
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ABOUT US

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!

SPRING & SUMMER SPONSORSHIP OPPORTUNITIES

Interested in signing on as a sponsor?

Complete the Sponsorship agreement on page 13. If you're interested in becoming a sponsor for multiple events contact us for further details.

Sponsorship Package Designed by:



SPRING CRAFT SALE

Celebrate
Spring
Gift Market

The Spring Craft Fair/Gift Market welcomes small and local businesses with handmade products to sell. This is an extremely popular two-day event. There will be 90+ vendors in attendance as well as a meet-and-greet with select SCARS animals.

When:

Saturday May 6th 10:00 am - 5:00 pm
Sunday May 7th 11:00 am - 4:00 pm

Where:

Alberta Aviation Museum
11410 Kingsway Ave NW Edmonton



Sponsorship Packages:

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

Adoption Booth Sponsor

\$500

Includes:

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

Photo Sponsor

\$500

Includes:

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

WHISKERS & WHEELS ROADSHOW

Join SCARS as we host our second annual Whiskers & Wheels Roadshow and celebrate those Canadians in uniform who keep us safe every day. From the military to fire services, law enforcement to medical responders, we thank them all and could not do the work we do without them.

We are hosting this event at Blackjack's Roadhouse in Nisku Alberta. Blackjack's is renowned for being one of the best biker/truck/vintage car stops in the country and we are so pleased to partner with them.

This will be an outdoor event and will feature a military vehicle display, a fire rescue truck, police and ambulance vehicles as well as vintage cars and motorcycles. There will be food, a beer garden, music, and best of all puppies and kittens (subject to availability) and much more!

We have many sponsorship opportunities but expect they will fill very quickly. Come and be a part of our fun-filled and action-packed day as we honor those who serve - and help us help animals at the same time.



When:

Saturday June 17th 11am-3pm

Where:

Blackjack's Roadhouse
2110 Sparrow Drive Nisku, AB



See next page for
Sponsorship Opportunities!

WHISKERS & WHEELS ROADSHOW

Sponsorship Packages:



Premier

\$5000

Includes:

- Company introduction by MC
- Naming rights to the next available litter of puppies
- Company display table
- Company vehicle display
- Event photo
- Lunch and beverages x2
- Company logo featured on signage throughout the event including Puppy Pavilion and social media posts
- Event T-shirts x2
- Company logo printed on SCARS water bottles x2
- Lunch and beverages x2



Platinum

\$3500

Includes:

- Company introduction by MC
- Naming rights to the next available litter of kittens
- Company vehicle display
- Company logo featured on event signage including Kitten Koral and social media posts
- Event photo
- SCARS water bottles x2



Gold

\$2500

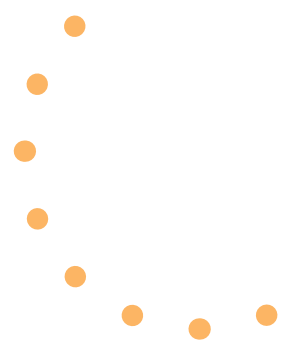
Includes:

- Acknowledgment by MC
- Naming rights to the next single puppy and kitten intake
- Event photo
- Company logo on select signage and social media posts
- Company vehicle display
- SCARS water bottles x2

See next page for more
Sponsorship Opportunities!



WHISKERS & WHEELS ROADSHOW



Sponsorship Packages Continued:



Promotional & Entertainment

\$1000

Includes:

- Acknowledgment by MC
- Recognition on social media
- Event T-shirts x2
- SCARS water bottles x2



Puppy Pavilion

\$500

Includes:

- Company signage at Puppy Pavilion
- Recognition on social media



Kitten Korral

\$500

Includes:

- Company signage at Kitten Korral
- Recognition on social media



Thank you for
your support!

TAILS ON THE TRAILS


This will be our 19th annual Tails on the Trails pledge walk! Tails on the Trails is an individually driven pledge walk and event to raise awareness of rescue animals in need. Enjoy a 2.5 to 5 km walk on the beautiful riverside trails at Lions Park in St. Albert. Why not take your furry friend on an afternoon adventure?

When: July 15th

Where: Lion's Park,
21 Sir Winston Churchill Ave St. Albert


The **Friend**, **Rescuer** and **Protector** 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 schedule
- Company listed on event web page
- Recognition at the event
- Recognized in the sponsor 'Thank You' post on all social media



Rescuer **\$750-\$999**
Includes:

- All of Friends level incentives +
- Company logo posted on signage



Protector **\$1000+**
Includes:


- All of Rescuer level incentives +
- Recognition at the event

See next page for
Sponsorship
Opportunities!



TAILS ON THE TRAILS


Sponsorship Packages:



Event Sponsor **\$2500**

Includes:


- Protector level incentives +
- Company logo featured on event signage
- Company logo on event poster advertisements



Prize Sponsor **\$1000**

Includes:


- Protector level incentives +
- Company card/pamphlet included with prize



Adoption Tent Sponsor **\$750**

Includes:

- Rescuer level incentives +
- Signage at adoption tent



Beer Tent Sponsor **\$500**

Includes:

- Friend level incentives +
- Signage at beer tent



BBQ Sponsor **\$500**
x2 Available

Includes:

- Friend level incentives



Entertainment Sponsor **\$500**

Includes:

- Friend level incentives

Thank you for
your support!

PARS FOR SCARS

This annual golf tournament is for golfers of all levels and includes a plated meal after the game. It allows supporters to get out and interact with like-minded golf enthusiasts while at the same time helping SCARS help animals in need.

When: July 21st

Where: Legends Golf Course
Sherwood Park, AB

The **Ally**, **Friend**, **Rescuer** and **Protector** sponsorships are for anyone who would like to donate towards this event in general rather than selecting one of the exclusive sponsorships listed.

Incentive Levels:



Ally

\$399

Includes:

- Donor name listed on event schedule
 - Donor name listed on web event page
 - Complimentary SCARS calendar
- *Reserved for individuals who wish to donate personally*



Rescuer \$700-\$999

Includes:

- All of Friends level incentives +
- Company logo posted on signage



Protector \$1000+

Includes:

- All of Rescuer level incentives +
- Recognition at the event



Friend

\$500

Includes:

- Company listed on event schedule
- Company listed on event web page
- Recognition at the event
- Recognized in the sponsor 'Thank You' post on all social media

See next page for
Sponsorship
Opportunities!



PARS FOR SCARS

Sponsorship Packages:



Event Sponsor

\$2500

Includes:

- Protector level incentives +
- Company logo featured at venue entrance
- Company logo featured on each golf cart
- Company listed on advertising posters



Swag Bag Sponsor

\$1000

Includes:

- Protector level incentives +
- Swag bags donated by sponsor will be given to all participants along with any sponsor items of choice



Meal Sponsor

\$1000

Includes:

- Protector level incentives +
- Company Logo featured at each table setting



Trophy Sponsor

\$500

Includes:

- Friends level incentives +
- Company information included with trophies



Hole Sponsor

\$500

Includes:

- Ally level incentives+
- Company Logo on sponsored hole

x17 Available

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!