

VBSPCA

CONNECTING PEOPLE AND PETS SINCE 1966

Annual Partnership OPPORTUNITIES





We invite you to become a partner in the VBSPCA mission and together we will create a more compassionate community.

The Virginia Beach SPCA believes that human compassion is critical to the elimination of animal suffering, and we are proud to partner with philanthropic individuals, families, and locally-based or national companies who realize that support of the VBSPCA is an investment in a more compassionate Hampton Roads. Each year, we proudly care for over 3,200 homeless animals, treat over 6,300 public pets, help over 300 wildlife, and foster the values of respect, empathy, and compassion in over 12,000 children. Whether your passion lies in animal medical care, wildlife, or education, our annual partnership packages provide you with the choices to support what matters the most to you.

The following pages outline our various partnership options, and each option is built around an area of our mission and focuses directly on the impact of your donation. Each partnership opportunity comes with various perks, event benefits, and brand recognition. Customization is always available to help you give in a way that is meaningful to you. As a private, independent, nonprofit organization, your dollar makes the difference, and you can trust that your tax-deductible donation will stay right here in our local community.

PARTNER & SPONSOR OPPORTUNITIES



Miracle Medical Partnerships : Pages 4-7

The Miracle Medical Fund helps to offset the cost of medical care for over 3,200 homeless pets annually. The cost of this elevated care exceeds \$475,000 annually.



Program and Care Partnerships : Pages 8-9

Our mission extends beyond animal sheltering to include care for wildlife and humane education. These programs are offered at no cost to the community, making partnerships essential to the elimination of animal suffering and the advancement of compassionate education.



Kennel Sponsorships : Page 10

Our Kennel, Cattery, and Small Animal Habitat Sponsorships provide a unique opportunity to support the shelter and care of animals in need. These sponsorships directly impact multiple animal residents over the course of the year.

OUR REACH

Your partnership will resonate throughout the year, as our mission of compassion reaches hundreds of thousands in our community through our various marketing channels. Your brand will connect with a diverse and dynamic audience of business leaders, philanthropists, media representatives, and community members. In exchange for your generosity, we commit to showcasing your business and your brand to our expansive community of supporters. The VBSPCA marketing channels include direct mail, digital & social media, virtual and in-person events, and a variety of shelter and clinic advertising platforms.

Our 2020 reach consisted of the below audience segments:

- 21,000+ shelter visitors through our in-house advertising.
- 6,300+ public clients through our clinic lobby advertising.
- 9,000+ Hampton Roads households via our mailed invitations and VBSPCA newsletters.
- 50,000+ active followers on our social media channels.
- 8,500+ subscribers to our emailed promotions and updates.
- 363,000+ unique visitors to our website.
- 650+ participants in VBSPCA Signature Events

MIRACLE MEDICAL PARTNERSHIPS



THE ANNUAL COST OF SHELTER ANIMAL MEDICAL CARE EXCEEDS
\$475,000

Miracle Medical Partnerships support the medical care of over 3,200 homeless animals annually. These critical relationships support our Miracle Medical Fund which subsidizes the cost of all vaccines, antibiotics, medicated shampoos, spay/neuter surgeries, flea and heartworm prevention and veterinary exams for our entire animal population, while also providing partial funding for specialty lifesaving veterinary services. These specialty services include amputations, heartworm treatment, dentals, mass removals, hernia repair, eye surgeries, and biopsies. The health of our animals is our top priority, and in 2020 the VBSPCA provided the following care to our shelter population.

 Spay/Neuters . . . 1,523	 Exams 2,906
 Vaccines 9,001	 Specialty Surgeries . . . 147
 Preventatives . . . 3,526	 Dentals 95

Our Miracle Medical Partnerships are highlighted on the following pages, each one offering unique and impactful ways to contribute to the critical second chances for our animals. If your interest is not outlined in one of our packages, custom options are available.

MIRACLE MEDICAL BLOODWORK PARTNER \$50,000

Bloodwork and diagnostics are an essential part of providing adopters with a clear understanding of their new pet's health and history. Not only does this outline the care necessary for a long healthy life, it sets the animal up for success in their new home. This way, adopters know more from the start and can prepare better for the long term.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly VBSPCA e-newsletter

Recognition on the back of adoption and clinic folders (approx 4k annually)

Logo in VBSPCA Annual Impact Report

Recognition plaque on VBSPCA clinic waiting area bench

EVENT RECOGNITION

Premier Reserved Seating for 20 guests at VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

Opportunity for brief presentation at VBSPCA Wags & Whiskers Gala

Featured in VBSPCA Wags & Whiskers Gala video

UNIQUE PERKS

VBSPCA Shelter & Clinic tour and wine reception with Executive Team

Photo recognition in VBSPCA lobby

Opportunity to appear on a VBSPCA Coast Live segment

Personalized community partnership video to be shared on VBSPCA website and social media pages



MIRACLE MEDICAL VACCINE PARTNER \$40,000

Essential to the health of all pets, vaccines protect our residents from various biological threats while also ensuring that they start out on a path of wellness in their new home.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly e-newsletter

Recognition in adoption folders (approx 4,000 annually)

Logo in VBSPCA Annual Impact Report

Logo on pens and clipboards used in VBSPCA shelter and clinic

EVENT RECOGNITION

Premier Reserved Seating for 10 at VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

Featured in VBSPCA Wags & Whiskers Gala video

UNIQUE PERKS

VBSPCA Shelter & Clinic tour and lunch with Executive Team

Photo recognition in VBSPCA lobby

Logo recognition on Vaccine Guide in adoption packet



MIRACLE MEDICAL MEDICATION PARTNER \$35,000

Illness is common in shelter environments, and medication is critical to treatment and recovery. Every animal at the VBSPCA has access to the care they need to restore their health.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly e-newsletter

Recognition in adoption folders (approx 4,000 annually)

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

Premier Reserved Seating for 10 at VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

UNIQUE PERKS

VBSPCA Shelter & Clinic tour and lunch with our CEO or Medical Director

Photo recognition in VBSPCA lobby

MIRACLE MEDICAL NURSERY PARTNER \$15,000

Our youngest residents are the most vulnerable residents, and they need the most in specialized care and enrichment to grow into strong, healthy adoptable animals.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly e-newsletter

Logo sign on Animal Transport Van doors.

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

6 tickets to VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

UNIQUE PERKS

VBSPCA Shelter & Clinic tour

Special tour of nursery with VBSPCA Vet on staff

Photo recognition in VBSPCA lobby

MIRACLE MEDICAL HEARTWORM PARTNER \$10,000

Some of our canine residents arrive heartworm positive. This partnership provides affordable treatments for those who need it as well as preventative medication for all canine residents.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly e-newsletter

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

4 tickets to VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

UNIQUE PERKS

VBSPCA Clinic tour

Photo recognition in VBSPCA lobby



PROGRAM & CARE

HUMANE ED PARTNER

\$25,000

Our humane education programs provide experiences and learning opportunities that foster the values of respect, empathy, and compassion to inspire the animal heroes of tomorrow.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Logo in weekly e-newsletter

Your choice of a youth appropriate branded promotional item to be distributed to young shelter visitors and program participants (stickers, pencils, etc.)

Logo on VBSPCA Spring and Summer camp t-shirts

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

10 tickets to VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

UNIQUE PERKS

Recognition in our seasonal printed youth newsletter

5 Animal Adventure camp enrollments

1 Critter Cuddle Party for up to 10 guests

4 VBSPCA t-shirts

Photo recognition in VBSPCA lobby



PROGRAM & CARE

WILDLIFE PARTNER

\$10,000

As an extension of our mission to eliminate suffering, our wildlife network provides necessary care and rehabilitation to the injured wildlife in our community.

BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name in weekly e-newsletter

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

4 tickets to VBSPCA Wags & Whiskers Gala

Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

UNIQUE PERKS

Informational session with wildlife expert or Medical Director

Visit a local rehabber with our CEO to learn about local wildlife

4 VBSPCA t-shirts

Photo recognition in VBSPCA lobby

PROGRAM & CARE

ANIMAL CARE PARTNER

\$3,650

The cost of shelter and basic care for a single animal is \$10 a day. Through this partnership, you will keep a shelter animal free from harm every single day of the year.

BRAND RECOGNITION

Recognition on VBSPCA website

Logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA printed newsletters

Name recognition in VBSPCA Annual Impact Report

EVENT RECOGNITION

2 tickets to VBSPCA Wags & Whiskers Gala

Name recognition in Wags & Whiskers Gala printed program

UNIQUE PERKS

2 VBSPCA t-shirts

2 VBSPCA water bottles

Photo recognition in VBSPCA lobby

PROGRAM & CARE

ENRICHMENT PARTNER

\$1,250

While food, water, and medical care are essential services, physical and mental stimulation are vital. Through this partnership, you invest in the mental and physical health of every animal at the VBSPCA.

BRAND RECOGNITION

Recognition on VBSPCA Website

Logo on VBSPCA TV's in Clinic, Shelter Lobby, Kennel, and Cattery

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

2 tickets to VBSPCA Wags & Whiskers Gala

Name recognition in Wags & Whiskers Gala printed program

UNIQUE PERKS

2 VBSPCA t-shirts



KENNEL SPONSORSHIPS

CANINE, FELINE, & SMALL ANIMAL

\$250 - \$2,000

Our Kennel Sponsorships provide unique opportunities for families, organizations, and businesses to directly support animals in need of shelter. Kennel Sponsorships are also a wonderful way to pay tribute to a beloved person or pet. Through these sponsorships, you will be providing the opportunity for homeless pets to find their own loving families.



Cat Colony - \$2,000

One year of community housing for multiple cats or kittens

Dog Kennel (Large) - \$1,500

One year of housing for up to two large dogs

Dog Kennel (Small) - \$1,000

One year of housing for up to two small dogs

Cat Tower - \$750

One year of elevated housing for multiple cats or kittens

Cat Cabin - \$500

One year of housing for one cat or one small litter of kittens

Critter Cabin - \$250

One year of individual housing for small animals

ALL KENNEL SPONSORSHIPS INCLUDE

Custom Sponsorship Plaque
Recognition on VBSPCA website
Recognition in our Annual Impact Report

Quarterly Impact Postcard
VBSPCA Sponsorship Magnet
VBSPCA Sponsorship Certificate

UNIQUE PERKS \$1,000 LEVEL

2 VBSPCA water bottles

UNIQUE PERKS \$1,500 LEVEL

2 VBSPCA water bottles
2 VBSPCA t-shirts

UNIQUE PERKS \$2,000 LEVEL

2 VBSPCA water bottles
2 VBSPCA sweatshirts

Please Join Us

AS A PARTNER IN OUR MISSION
OF CREATING A MORE
COMPASSIONATE COMMUNITY



VBSPCA

It is the vision of the Virginia Beach Society for the Prevention of Cruelty to Animals (VBSPCA) to connect people and pets. As a trusted resource for our community, we create lasting adoptions, provide quality veterinary care, and inspire compassionate action through education and awareness. We are innovative, we are passionate, and we are committed.

**In partnership with our community,
we end animal homelessness.**



To become a sponsor please contact Emily Peck at emily.peck@vbspca.com or 757-427-0070 x142