



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 businesses 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 2,500 homeless animals, treat over 6,500 public pets, help over 300 wildlife, and foster the values of respect, empathy, and compassion in over 2,500 children. Whether your passion lies in animal sheltering, medical care, or education, our annual partnership packages provide you with 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 impactful to you. As a private, independent, nonprofit organization, your dollar makes a difference, and you can trust that your donation will stay right here in our local community.

# PARTNER & SPONSOR OPPORTUNITIES



## **Miracle Medical Partnerships : \$10,000 - \$50,000**

The Miracle Medical Fund helps to offset the cost of medical care for over 2,500 homeless pets annually. The cost of this elevated care exceeds \$390,000 annually. *Pages 3-6*



## **Program and Care Partnerships : \$1,250 - \$25,000**

Our mission extends beyond animal sheltering to include care for injured wildlife and humane education for children. 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. *Pages 7*



## **Kennel Sponsorships : \$250 - \$2,000**

Our Kennel, Cattery, and Small Animal Habitat Sponsorships provide an opportunity to support the shelter and daily care of animals in need. These sponsorships directly impact multiple animal residents over the course of the year. *Page 11*

## 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 current reach consists of the below audience segments:**

- 35,000+ shelter visitors through our in-house advertising.
- 9,000+ homes and businesses through our mailed invitations and VBSPCA Creature Chronicles newsletters.
- 55,000+ active followers on our social media channels.
- 12,000+ subscribers to our emailed promotions and updates.
- 420,000+ unique visitors to our website.
- 650+ participants in VBSPCA Signature Events

# MIRACLE MEDICAL PARTNERSHIPS



THE ANNUAL COST OF SHELTER ANIMAL MEDICAL CARE EXCEEDS  
**\$390,000**

Miracle Medical Partnerships support the medical care of over 2,500 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 2021 the VBSPCA provided the following care to our shelter population.

 Spay/Neuters . . . 1,534

 Vaccines . . . 8,806

 Preventatives . . . 3,083

 Exams . . . 9,041

 Specialty Surgeries . . . 145

 Dentals . . . 74

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 Shelter TVs

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

Wags & Whiskers Gala Premier Sponsor (Reserved Seating for 20 guests)

2 Foursomes, Contest Sponsor & Pet Photo Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

Opportunity for brief presentation at VBSPCA Puttin' For Paws

Featured in VBSPCA Wags & Whiskers Gala video

## UNIQUE PERKS

VBSPCA Shelter & Clinic tour and wine reception with Executive Team

Office or home visit with VBSPCA shelter animals

Name 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

2 VBSPCA 1/4 Zip Sweatshirts

## SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission or annual recap video.



# 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 Shelter TVs

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

Wags & Whiskers Gala Cocktail Sponsor (Reserved Seating for 10 guests)

2 Foursomes, Hole Sponsor & Pet Photo Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

#### SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission or annual recap video.

VBSPCA Shelter & Clinic tour and lunch with Executive Team

Office or home visit with VBSPCA shelter animals

Name recognition in VBSPCA lobby

Logo recognition on Vaccine Guide in adoption packet

2 VBSPCA 1/4 Zip Sweatshirts

# 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 Shelter TVs

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

Wags & Whiskers Gala Games Sponsor (Reserved Seating for 10 guests)

Foursome & Contest Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

Office or home visit with VBSPCA shelter animals

Name recognition in VBSPCA lobby

2 VBSPCA 1/4 Zip Sweatshirts

#### SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

# 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 in VBSPCA Annual Impact Report

#### EVENT RECOGNITION

Wags & Whiskers Gala Contributing Sponsor (Reserved Seating For 6 Guests)

Foursome & Hole Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

#### SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

#### UNIQUE PERKS

VBSPCA Shelter & Clinic tour

Special tour of nursery with VBSPCA Vet on staff

Name recognition in VBSPCA lobby

2 VBSPCA 1/4 Zip Sweatshirts

# MIRACLE MEDICAL

## HEARTWORM PARTNER

### \$10,000

Some of our canine residents arrive heartworm positive. This partnership provides affordable treatment 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

Wags & Whiskers Gala Contributing Sponsor (Reserved Seating For 6 Guests)

Contest Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

#### SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

#### UNIQUE PERKS

VBSPCA Clinic tour

Name recognition in VBSPCA lobby

4 VBSPCA t-shirts



## 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  
Logo on VBSPCA Shelter TVs  
Logo in VBSPCA printed newsletters  
Logo in weekly e-newsletter  
Logo in VBSPCA Annual Impact Report

### EVENT RECOGNITION

Wags & Whiskers Gala Table Sponsor (Reserved Seating for 10 guests)  
Foursome & Contest Sponsor at VBSPCA Puttin' For Paws Golf Tournament  
Sponsor recognition at each VBSPCA signature event to include signage, programs, invitations, and thank you acknowledgements

### UNIQUE PERKS

Logo on promotional youth item to be distributed to young VBSPCA audiences  
Recognition in our seasonal printed youth newsletter  
Offsite visit with VBSPCA shelter animals  
Name recognition in VBSPCA lobby  
2 VBSPCA 1/4 Zip Sweatshirts

### SOCIAL MEDIA

Official Announcement of Partnership  
Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post



## PROGRAM & CARE ANIMAL CARE PARTNER \$5,000

The cost of shelter and basic care for a single animal is \$15 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 Shelter TVs  
Logo in VBSPCA printed newsletters  
Logo recognition in VBSPCA Annual Impact Report

### EVENT RECOGNITION

4 tickets to VBSPCA Wags & Whiskers Gala  
Hole Sponsor at VBSPCA Puttin' For Paws Golf Tournament  
Logo recognition in Wags & Whiskers Gala printed materials

### UNIQUE PERKS

2 VBSPCA t-shirts  
2 VBSPCA water bottles  
Name recognition in VBSPCA lobby

### SOCIAL MEDIA

Official Announcement of Partnership

## 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 Shelter TVs  
Logo in VBSPCA printed newsletters  
Logo in VBSPCA Annual Impact Report

### EVENT RECOGNITION

2 tickets to VBSPCA Wags & Whiskers Gala  
Hole Sponsor at VBSPCA Puttin' For Paws Golf Tournament  
Logo recognition in Wags & Whiskers Gala printed materials

### UNIQUE PERKS

2 VBSPCA t-shirts  
Name recognition in VBSPCA lobby

### SOCIAL MEDIA

Official Announcement of Partnership



# MEDIA PARTNER

## \$10,000 MINIMUM IN MEDIA CREDIT

### RADIO, TV, PRINT ADS, & SOCIAL

Media partnerships are critical to the Virginia Beach SPCA. Not only do they help extend the reach of our mission, they heighten awareness around the important animal welfare issues that affect our community.

In exchange for in-kind media support of \$10,000 or more, the VBSPCA offers the following recognition opportunities and unique perks:

#### BRAND RECOGNITION

Recognition on VBSPCA website

Ad or logo on VBSPCA Shelter TVs

Logo in VBSPCA printed newsletters

Logo in weekly e-newsletter

Logo in VBSPCA Annual Impact Report

#### EVENT RECOGNITION

4 tickets to VBSPCA Wags & Whiskers Gala

Foursome & Hole Sponsor at VBSPCA Puttin' For Paws Golf Tournament

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

#### UNIQUE PERKS

VBSPCA private tour

Name recognition in VBSPCA lobby

2 VBSPCA t-shirts

2 VBSPCA water bottles

#### SOCIAL MEDIA

Official Announcement of Partnership

Facebook Live, LinkedIn Acknowledgement, Inclusion in Instagram Story, Sponsorship of 2 Adoption Grid Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission or annual recap video.



# Thank You

## TO OUR 2022 ANNUAL PARTNERS







## 2023 VBSPCA Events





# 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 Signage  
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

# Thank You

## TO OUR 2022 KENNEL SPONSORS

### Kennel Sponsorships

In Honor of Kojak and Jackie GW  
(Drew and Dan Webb)

In memory of Rebecca Souders  
(Robert Souders)

Sunrise Counseling and Psychological Services

Givens Group

In Memory of Jack. He was a good boy.  
(Rebekah Monteith)

PetSuites, Chesapeake

In Gratitude to our 2022 Gala Co-Chairs,  
Angie Lombardi & Mary Beth Mitchum

In honor of Morris and Jan Fine,  
2022 Lifesaver Award Recipients

In honor of Rob and Tonya Deveau,  
2022 Compassion Award Recipients

In honor of Amy and her love of Jax  
(Ian Ershen)

The Franklin Johnston Group

In loving memory of Joseph F. Monahan  
and all the dogs he loved  
(Pam Monahan)

Bay Beach Veterinary Clinic,  
in sincere appreciation of our  
wildlife partnership

Dedicated to all of the VBSPCA volunteers  
in recognition of their generous commitment  
to the VBSPCA mission

In Honor of Morris Fine,  
with gratitude for his services and ongoing  
support for the VBSPCA.

In Memory of Cooper, who taught us to  
always let the sunshine hit your belly.  
(The Scarberry Family)

David Scarberry & Meghan Jarot  
RIP Miles Freridge.  
You were a great dog and we loved you.  
(Thomas Freridge)

Signature Management Corporation

In Loving Memory of Dylan Rowell

### Cattery Sponsorships

Arvie Larsen

Charlie, MoMo, and Mr. Jed,  
so all cats have homes  
(Terry O'Quinn & Kate Baldwin)

In memory of Rebecca Souders  
(Robert Souders)

In honor of Jordan Yeager,  
Future Cat Lady  
(Kate Yeager)

Davenport & Co

Miracles happen everyday at the VBSPCA.  
We are proud to be a part.  
(The Bracketts)

For love of fur babies big and small  
(Amy Mallet and Wilson)

Suzy Swims  
In honor of her amazing friends  
and supporters.

Rescue. It's not just a verb, it's a promise.  
(Joe Tortorici)

Sunrise Counseling and Psychological Services

Closet Factory

In Loving Memory of Dylan Rowell

### Small Animal Habitat Sponsorships

Blue Pearl Pet Hospital

In Loving Memory of Dylan Rowell

# VBSPCA Annual Impact

MADE POSSIBLE BY YOUR SUPPORT

## ANIMAL ADOPTIONS



DOGS

1,012



CATS

1,041



OTHER

251

## OUR MISSION

It is the mission of the Virginia Beach Society for the Prevention of Cruelty to Animals (VBSPCA) to create a more humane and responsible community by eliminating animal suffering while increasing human compassion.

## VBSPCA CLINIC



VACCINATIONS

20,464



APPOINTMENTS

3,581



SPAY/NEUTER

6,193

N. SCOOTER 2,798 | CLINIC 3,395

## LIVE ANIMAL RELEASE RATE

92%



FAMILIES SUPPORTED  
OWNER RELINQUISHMENTS 641

TRANSFERRED  
FROM OTHER SHELTERS 1,113

LENGTH OF STAY  
AVERAGE DAYS IN SHELTER 15

FOSTERED  
ANIMALS 1,349

WILDLIFE  
HELPED 347

RETAIL  
GROSS REVENUE \$48,092

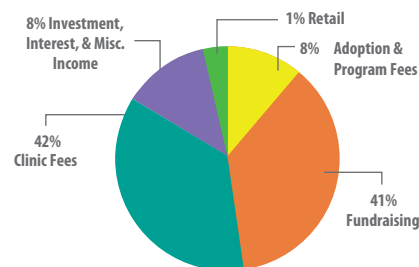


## MEDICAL CARE

SHELTER ANIMALS

\$464,100

## REVENUE



## VOLUNTEERS

346 Active  
Volunteers



Volunteer Hours Served 10,810

Value of Volunteer Hours

\$129,720

## OUR VISION

We 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.

## HUMANE EDUCATION

CHILDREN REACHED

2,581



2021



# *Please Join Us*

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

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# VBSPCA



To become a sponsor please contact Emily Peck at  
[emily.peck@vbspca.com](mailto:emily.peck@vbspca.com) or 757-427-0070 x142