



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 2,600 homeless animals, treat over 10,000 public pets, help over 150 wildlife, and foster the values of respect, empathy, and compassion in nearly 1,500 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 2,600 homeless pets annually. The cost of this elevated care exceeds \$400,000 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. Most 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 and 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:

- 25,000+ shelter visitors through our in-house advertising.
- 7,000+ homes and businesses through our mailed invitations and VBSPCA Creature Chronicles newsletters.
- 60,000+ active followers on our social media channels.
- 13,000+ subscribers to our emailed promotions and updates.
- 415,000+ unique visitors to our website.
- 600+ participants in VBSPCA Signature Events

MIRACLE MEDICAL PARTNERSHIPS



THE ANNUAL COST OF SHELTER ANIMAL MEDICAL CARE EXCEEDS
\$400,000

Miracle Medical Partnerships support the medical care of over 2,600 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 2023 the VBSPCA provided the following care to our shelter population.

 Spay/Neuters . . . 1,600+

 Exams . . . 6,000+

 Vaccines . . . 8,300+

 Specialty Surgeries . . . 90+

 Preventatives . . . 2,600+

 Dentals . . . 65+

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

Logo in weekly VBSPCA e-newsletter

Recognition on the back of adoption 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, Activity 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

Feature article on VBSPCA website

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

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission 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

Logo 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

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

SOCIAL MEDIA

Official Announcement of Partnership

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission video

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

Logo 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 & Activity 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

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption 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 Shelter TVs

Logo in VBSPCA printed newsletters

Logo 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

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption 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 Shelter TVs

Logo in VBSPCA printed newsletters

Logo in weekly e-newsletter

Logo in VBSPCA Annual Impact Report

EVENT RECOGNITION

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

Activity 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

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption 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

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 & Activity 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
LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption Posts, and Recognition in National Awareness Post



PROGRAM & CARE ANIMAL CARE PARTNER \$5,000

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 in weekly e-newsletter
Logo in VBSPCA Annual Impact Report

SOCIAL MEDIA

Official Announcement of Partnership

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

PROGRAM & CARE ENRICHMENT PARTNER \$1,250

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 weekly e-newsletter
Logo in VBSPCA Annual Impact Report

SOCIAL MEDIA

Official Announcement of Partnership

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

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

LinkedIn post, Inclusion in Instagram Story, Sponsorship of 2 Adoption Posts, and Recognition in National Awareness Post

Inclusion as an annual partner in a VBSPCA mission video



Thank You

TO OUR 2023 ANNUAL PARTNERS



VBSPCA WAGS & WHISKERS GALA
SUNSET SPEAKEASY

SATURDAY
APRIL **27**

6PM-10PM
IN THE EVENING

NEW REALM BREWING COMPANY

2024 VBSPCA EVENTS



KENNEL SPONSORSHIPS

CANINE, FELINE, & SMALL ANIMAL

\$250 - \$2,000

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 2023 KENNEL SPONSORS

Kennel Sponsorships

In memory of Rebecca Souders
(Robert Souders)

Givens, Inc.

In Gratitude to our 2023
Gala Co-Chairs,
Angie Lombardi & Brandon Pavlacka

In honor of Bill Campbell
2023 Lifesaver Award Recipient

In honor of Scott and Katie Taylor
2023 Compassion Award Recipients

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

David Scarberry & Meghan Jardot

Signature Management Corporation

In Honor of Hazelnut Lopez-Rodriguez

In Loving Memory of David A. Hamilton, Jr.

In loving memory of Carter
and our sweet fur babies:
Esco, Heff and Nala.
(Joe & Ruth Vaccaro)

For all of our friends, xo Rainey & Rambler
(Doug & Derby Brackett)

In Loving Memory of Irene Tavenner
(Andrina Fischer)

In Memory of Marley Zaszewski
great dog and dog brother to Sophia and Ava

Virginia Equipment & Development

CCP Commercial Real Estate

The Franklin Johnston Group

In Loving Memory of Dylan Rowell

Chris Knepper, who believed every
dog should have its day

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)

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

Closet Factory

Angela Aresco

Griffin Law Firm
(Marshall Griffin)

In memory of Vickie, Priscilla & Shenna.
Love always Mattie, Zory, Gracie

Edwards

Harry and Zory

Caroline and Mattie

Small Animal Habitat Sponsorships

In honor of Tuna's Guinea Pig Rescue
It all started with a pig named Tuna!

VBSPCA

CONNECTING PEOPLE AND PETS SINCE 1966

ANIMAL ADOPTIONS



DOGS

827



CATS

1,150



OTHER

210

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

21,871



APPOINTMENTS

5,918



SPAY/NEUTER

8,139

N. SCOOTER 4,679 | CLINIC 3,460

LIVE ANIMAL RELEASE RATE

94%



ANIMALS RECEIVED THROUGH RELINQUISHMENTS 697

TRANSFERRED FROM OTHER SHELTERS 1,491

LENGTH OF STAY AVERAGE DAYS IN SHELTER 41

FOSTERED ANIMALS 2,112

WILDLIFE HELPED 141

RETAIL GROSS REVENUE \$34,293

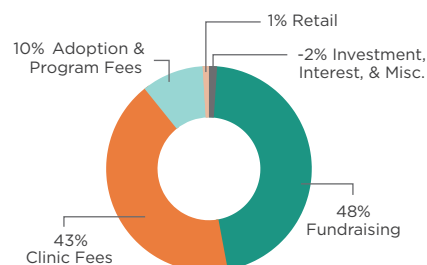


MEDICAL CARE

SHELTER ANIMALS

\$426,830

REVENUE



VOLUNTEERS

366 Active Volunteers

Volunteer Hours Served 12,815

Value of Volunteer Hours

\$153,780

HUMANE EDUCATION

CHILDREN REACHED

1,415

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.

2022 Fiscal Year

Please Join Us

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



VBSPCA



To become a sponsor please contact the Development Office
at 757-427-0070 x142 or development@vbspca.com.