



CONNECTING PEOPLE AND PETS SINCE 1966

Annual Sponsorship OPPORTUNITIES







**We invite you to support the VBSPCA mission,
and together we will create a more compassionate community.**

WHY BECOME A SPONSOR

Each year, the Virginia Beach SPCA proudly cares for over 2,000 homeless animals, treats over 10,000 public pets, and fosters the values of respect, empathy, and compassion in hundreds of children. Whether your passion lies in shelter operations, medical care, or humane education, we can ensure that your gift will support what matters most to you.

Annually, the cost of shelter animal medical care alone nearly \$400,000. Becoming a sponsor not only supports the everyday care of shelter animals, it will also subsidize the cost of vaccines, antibiotics, medicated shampoos, spay/neuter surgeries, flea and heartworm prevention, and veterinary exams for our entire animal population. In the last year alone, the VBSPCA provided the following care to our shelter animals:

 Spay/Neuters	996	 Exams	1968
 Vaccines	4547	 Specialty Surgeries	81
 Preventatives	2086	 Dentals	79

OUR REACH

Your support 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:

- 20,000+ shelter visitors through our in-house advertising.
- 7,000+ homes and businesses through our mailed invitations and VBSPCA Creature Chronicles newsletters
- 69,000+ active followers on our social media channels
- 19,000+ subscribers to our emailed promotions and updates
- 315,000+ active visitors to our website
- 600+ participants in VBSPCA Signature Events

As an Annual Sponsor of the VBSPCA, you will be uniquely positioned as a philanthropic partner helping to provide homeless animals with a safe place to rest, needed medical care, and a second chance to find a loving home.

In the following pages, you'll find unique opportunities to support the VBSPCA mission; all of which can be tailored to meet your interest areas, goals, and budget size.



Annual Sponsorship

Annual Sponsorships offer year-round visibility, with most offering signature event recognition and benefits at the Wags & Whiskers Gala and Puttin' for Paws Golf Tournament. Sponsorship packages can be customized to meet your corporate social responsibility goals and budget parameters.

Miracle Medical Sponsor - \$50,000

Exclusive ad in VBSPCA Adoption Folders

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including video announcement of your sponsorship, Weekly Adoption posts

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala Premier Sponsorship and verbal recognition during program

Activity Sponsorship, Pet Photo Sponsorship, 2 Foursomes, optional item in golfers' ditty bags, and deliver brief remarks at Puttin' for Paws Golf Tournament

Feature article on VBSPCA website with link to company URL

Full page ad in 1 VBSPCA newsletter

2 volunteer team-building experiences for up to 14 employees

Private tour of the VBSPCA Shelter and Clinic

Office Animal Visit

Mission Advocate Sponsor - \$25,000

Logo on a VBSPCA branded item (ex. Pawsitive Press Kids Newsletter)

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship, 3 dedicated posts (ex. National Kitten Day, Shelter Appreciation Week)

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Half page ad in 1 VBSPCA newsletter

Wags & Whiskers Gala Table Sponsorship and verbal recognition during program

Activity Sponsorship, Pet Photo Sponsorship, Foursome, and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Volunteer team-building experience for up to 14 employees

Private tour of the VBSPCA Shelter and Clinic

Office Animal Visit



Animal Hero Sponsor - \$15,000

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship, 2 dedicated posts (ex. National Shelter Pet Day)

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala Table Sponsorship & verbal recognition during program

Hole sponsorship, 2 foursomes, and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Volunteer team-building experience for up to 10 employees

Private tour of the VBSPCA Shelter and Clinic

Office Animal Visit

Community Champion Sponsor- \$10,000

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship, 1 dedicated post (ex. National Dog Day)

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala Contributing Sponsorship and verbal recognition during program

Hole Sponsorship, Foursome, and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Volunteer team-building experience for up to 10 employees

Private tour of the VBSPCA Shelter and Clinic

Office Animal Visit

Compassionate Care Sponsor- \$5,000

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala tickets for 4 guests

Hole Sponsorship and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Volunteer team-building experience for up to 4 employees

Private tour of the VBSPCA Shelter and Clinic

Second Chance Sponsor - \$2,500

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Choice of large dog or cat colony/kennel Sponsorship that provides one year of animal housing

Logo prominently placed on kennel/cattery signage (seen by 20,000 visitors annually)

Animal Enrichment Sponsor- \$1,500

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition with official announcement of your sponsorship

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala tickets for 2 guests

Hole Sponsorship and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Media Sponsorship

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:

Logo recognition on VBSPCA website, in printed publications (3x per year) & weekly e-newsletter

Social media recognition including official announcement of your sponsorship

Name recognition in VBSPCA lobby

Logo displayed on TVs throughout the shelter

Wags & Whiskers Gala tickets for 4 guests

Hole Sponsorship, Foursome, and optional item in golfers' ditty bags at Puttin' for Paws Golf Tournament

Volunteer team-building experience for up to 10 employees

Private tour of the VBSPCA Shelter and Clinic



Business Buddies

The Business Buddies program offers a unique opportunity to showcase your support, engage your employees, and provide canine residents awaiting their adoption a much needed day out of the shelter. Companies have the option of taking a shelter dog on a team outing of your choosing or for a day in your office between 11 a.m. - 5 p.m. (for up to three hours)

Level 1 - \$500

Take 1 canine resident for up to 3 hours at the location of your choice
Social media post featured on Facebook, Instagram and LinkedIn
Logo featured on Business Buddies webpage

Level 2 - \$1,000

Option for 2 canine outings for 3 hours each at the location of your choice
Social media reel posted on Facebook, Instagram and LinkedIn
Logo featured on Business Buddies webpage
Feature write up in one weekly e-newsletter



Custom Sponsorship

Looking for something specific?

We offer custom opportunities to align with your community goals.

We can create tailored sponsorships to enrich your corporate initiatives. Opportunities include:

Funding specific programs (ex. Adoption Days at the shelter)

In-kind donations (ex. event space, food, or supplies)

Co-branded fundraising initiatives (ex. mini events, Giving Tuesday match, Adopt a Senior Pet Month)

Additional Benefits For All Sponsors

Positive community public relations through partnership with a known and trusted nonprofit

Tax-deductible donation

Access to impactful storytelling opportunities through our network

Thank You

TO OUR 2025
ANNUAL SPONSORS/PARTNERS



To become a sponsor please contact our Chief Advancement Officer,
Danielle Nance at 757-427-0070 x146 or danielle.nance@vbspca.com.