



A DAY OF **GIVING**



Telethon Sponsorship Opportunities



## Partner With Us

SPCA Monterey County is a leader in animal rescue, adoption, education, and welfare. We have proudly served the pets, people and wildlife of SPCA Monterey County since 1905. We are not a chapter of any other SPCA or Humane Society and we do not have a parent organization or receive any funding from places like HSUS or the ASPCA. Everything we do is only made possible by loyal donors, volunteers, and sponsors like you.

A partnership with SPCA Monterey County aligns your brand with a local leader in the compassionate treatment of all animals and supports our services to pets and their loving families. During SPCA's A Day of Giving telethon we have limited opportunities to create marketing partnerships with businesses wishing to enhance their brand awareness and sales in Monterey County, all while helping the animals who depend on our love.

A Day of Giving will be broadcast in 130 30-second to 2-minute segments on KSBW 8 and Central Coast ABC. Our broadcast partners are Monterey County's highest-rated television stations.

Pre-promotions air for two weeks leading up to A Day of Giving. Coverage runs from 6:00 a.m. to 8:00 p.m. on Thursday, March 19, 2026.

A Day of Giving engages audiences during hit shows such as the Today Show, Good Morning America, and more.

Businesses enjoy sponsor recognition throughout this special day in heartwarming on-air segments, on our website, and in email communications to our engaged email subscribers. Your partnership with SPCA Monterey County is a fun and meaningful way to show your organization is committed to the wellbeing of animals and people in Monterey County.



# IMPACT REPORT

How your sponsorship makes a difference for pets, people, and wild animals in need

July 1, 2024 - June 30, 2025

## 3,016

### PETS ADOPTED

Cats, dogs, horses, rabbits, barn pets, exotic animals, and more adopted into new, loving homes



## 0

### TURNED AWAY

Thanks to you, we never turned away any pet due to breed, species, age, health, or behavior

## 2,491

### WILDLIFE RESCUED

Your support enabled us to rescue injured, sick, and orphaned wild animals



## 646

### CRUELTY CASES

Our officers worked to stop animal abuse and neglect in Monterey County

## 8,229

### KIDS EDUCATED

Children educated about humane and compassionate treatment of animals and each other



## 975

### PETS SAVED WITH TLC

We mended broken bones and healed broken spirits through our Treatment, Learning & Compassion Program

## 8,258

### SPAY/NEUTERS

Low- and no-cost surgeries in our clinic, our mobile clinic, and by providing grants to local animal welfare groups



## 3,827

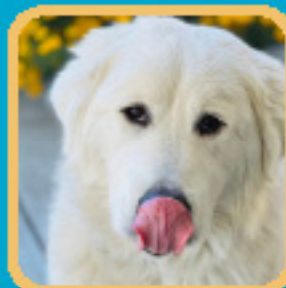
### PETS TRAINED

Pets kept in homes thanks to our training classes for all abilities and 2,393 people helped with our free behavior helpline

## 149,102

### POUNDS OF FREE PET FOOD

Your support kept families together with our free Pet Food Bank



## 715

### PETS FOSTERED

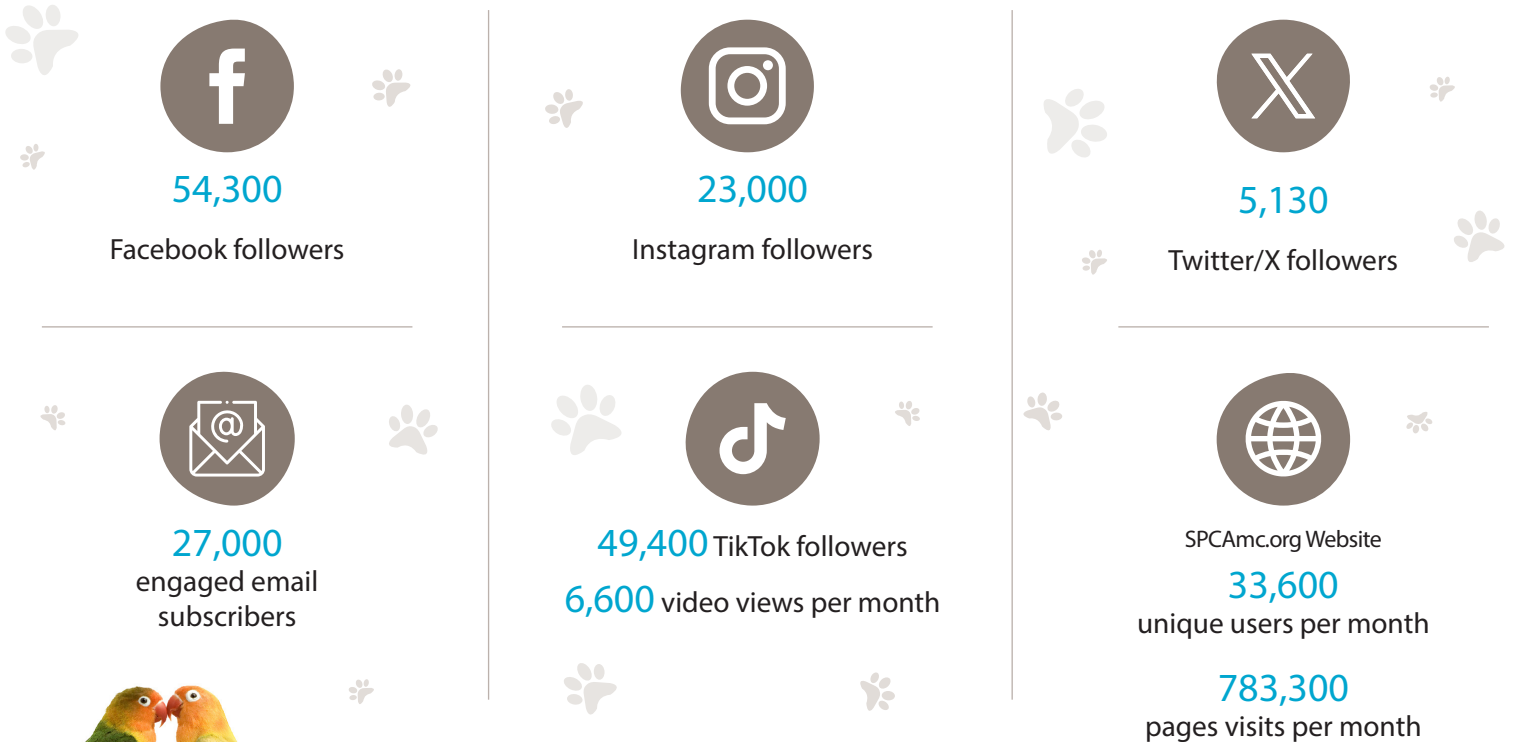
Compassionate SPCA fosters raised underage puppies and kittens in loving homes

## YOU MAKE THIS POSSIBLE

Your SPCA is not a chapter of any other agency, we don't have a parent organization, and we receive no funding from the ASPCA or HSUS. Everything we do is only made possible by you!

# Expand Your Reach, Join Our Community

Did you know that 66% of households in the U.S. have a pet? SPCA Monterey County followers will see your brand aligned with our work on these platforms.



## KSBW Audience

In recent sweeps KSBW 8 was again the #1 choice for local household news viewers on the Central Coast throughout the day.



**KSBW 8 garners 73% to 89%** of Central Coast viewership from morning through night, and reaches **22,500 Monterey County households** during the evening news.



**970 A Day of Giving Donors** make a gift during the telethon.



**40 A Day of Giving Volunteers** answer phone calls and take donations in our lively phone bank.



**480+ SPCA Monterey County Volunteers** dedicate their time and skills to SPCA each year.

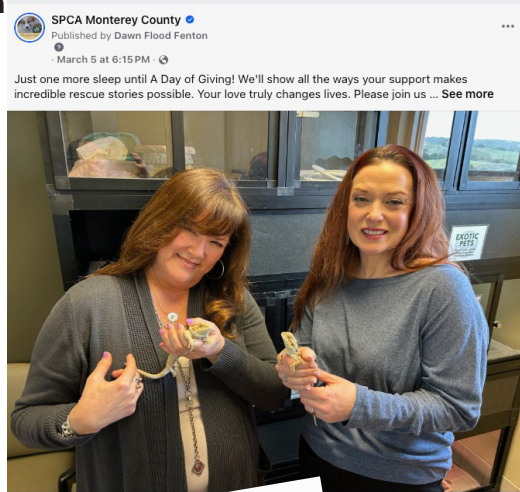


**1,300 Shelter and Clinic visitors** come to SPCA Monterey County to adopt new pet family members, or receive free and affordable clinic services each month.

# Enjoy the Benefits of Sponsorship

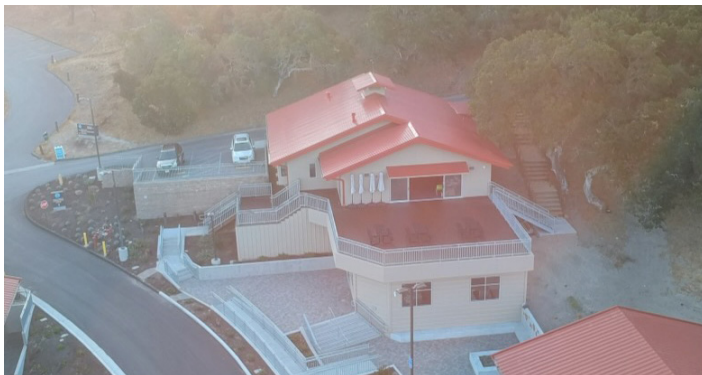
## Recognition on Social Media Channels (available at all sponsor levels).

When you join SPCA Monterey County as A Day of Giving sponsor, you will have the satisfaction of knowing your business is making a difference for animals in the Monterey County community, and will enjoy recognition on our popular social media channels, like Facebook, Instagram and X.



In addition to the marketing benefits of on-air exposure to the Monterey and Santa Cruz TV viewing audience, we are proud to offer two new benefits for sponsors to enjoy. At select levels, the **Puppies (or Kittens) and Pastries** visit, or the **Complimentary Facilities Rental** will boost morale at your workplace and demonstrate your dedication to your employees.

## Complimentary Facilities Rental of SPCA Monterey County's newly renovated Learning Center (available at the Best Friend Sponsor Level and above).



The SPCA Monterey County Claire Jacobson Learning Center opened in June 2024 and we welcome your staff to enjoy this newly renovated facility! Schedule your facilities rental to host an employee day retreat or workshop. During your visit, an SPCA Monterey County representative will be available to meet your group, and share stories about animals you have saved and programs you have made possible with your sponsorship

contribution. Capacity, amenities, and scheduling information available upon request (availability based on mutually agreed upon date).

## Puppies (or Kittens) and Pastries (available at the Best Friend Sponsor Level and above).



An SPCA representative will visit your workplace with a pack of puppies or a caboodle of kittens, and tasty pastries. This benefit is guaranteed to fix any case of the Mondays.

# Sponsorship Benefits



|                                                                                                                                    | Top<br>Dog<br>\$10,000<br>2 spots available                                         | Humane<br>Hero<br>\$7,500<br>3 spots available                                      | Best<br>Friend<br>\$5,000                                                           | True<br>Companion<br>\$2,500                                                         | Fur<br>Friend<br>\$1,200                                                             | Paw<br>Patron<br>\$750   |
|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------|
| Sponsor logo to appear on-air during A Day of Giving broadcast                                                                     | 50+ times                                                                           | 30+ times                                                                           | 15+ times                                                                           | 10+ times                                                                            | 5+ times                                                                             | as available             |
| Business recognition in SPCA email communications to 27,000 subscribers                                                            | Logo to appear<br>5 - 7 times                                                       | Logo to appear<br>3 - 5 times                                                       | Logo to appear<br>1 - 3 times                                                       | Logo to appear<br>1 time                                                             | Name to appear<br>1 time                                                             | Name to appear<br>1 time |
| Recognition in social media thank you posts on Facebook, X & Instagram                                                             | Facebook,<br>X &<br>Instagram                                                       | Facebook,<br>X &<br>Instagram                                                       | Facebook,<br>X &<br>Instagram                                                       | X &<br>Instagram                                                                     | X &<br>Instagram                                                                     | X &<br>Instagram         |
| Tickets to the Bow, Wow & Meow Donor Celebration breakfast to be held in the Spring 2026                                           | 6 tickets                                                                           | 4 tickets                                                                           | 4 tickets                                                                           | 2 tickets                                                                            | 2 tickets                                                                            | 2 tickets                |
| Sponsor recognition on an adoption center kennel for one (1) year                                                                  |   |   |   |  |  |                          |
| Complimentary facilities rental of renovated Learning Center <b>OR</b> pastries delivered to your office with puppies (or kittens) |  |  |  |                                                                                      |                                                                                      |                          |
| Photoshoot with sponsor representative and shelter animal to be shared on X and Instagram                                          |  |  |  |                                                                                      |                                                                                      |                          |
| Sponsor recognition during a Facebook live segment during A Day of Giving                                                          |  |  |                                                                                     |                                                                                      |                                                                                      |                          |
| Sponsor logo in Thank You PSAs following A Day of Giving                                                                           |  |                                                                                     |                                                                                     |                                                                                      |                                                                                      |                          |
| 60-second sponsor recognition video on SPCAMc.org for two weeks                                                                    |  |                                                                                     |                                                                                     |                                                                                      |                                                                                      |                          |
| Sponsor logo recognition on Highway 68 banner                                                                                      |  |                                                                                     |                                                                                     |                                                                                      |                                                                                      |                          |

Have questions?

Please contact Andrea Satterfield, Event & Development Engagement Manager,  
 at [asatterfield@spcamc.org](mailto:asatterfield@spcamc.org) or (831) 264-5431.

All sponsor commitments must be received by December 12, 2025, to receive all perks and recognition.

SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.

New Sponsorship  
Opportunity!

# Grow Your Digital Audience With SPCA Monterey County

Our audience becomes your audience with retargeting. Market to 33,000+ monthly visitors to SPCA Monterey County's website and retarget them with digital ads wherever they go online. By ad retargeting, you increase your brand awareness among animal lovers in Monterey County and drive online engagement with your ideal customer.

## Step 1

Internet users  
visit SPCA Monterey  
County's website.



## Step 2

The user exits the  
SPCA website.



## Step 3

The user sees  
your company's digital ad  
wherever they go online.



## Step 4

The user clicks your  
digital ad and is directed  
to the landing page of  
your choice.



To get started, select one of our three digital campaign packages to  
add to your A Day of Giving Sponsorship:

**BASIC**  
**\$2000**



VIEWS:  
20,000



DURATION:  
3 Months

**STANDARD**  
**\$4000**



VIEWS:  
50,000



DURATION:  
3 Months

**PREMIUM**  
**\$6000**



VIEWS:  
90,000



DURATION:  
3 Months



Contact: Andrea Satterfield | [asatterfield@spcamc.org](mailto:asatterfield@spcamc.org) | (831)264-5431



# Thank You!

Thanks to generous donors and sponsors we raised over **\$300,000** during last year's A Day of Giving Telethon which aired on March 7, 2025.



## Top Dog



## Humane Hero



## Best Friend



THE DAVID RIO  
FOUNDATION

## Mechanics Bank

## True Companion



## Fur Friend



## Paw Patron



**Media Sponsors:** The Hippo, K WAV, The Beach, and Bob FM



# 2026 Sponsorship Agreement Form



By signing below, I (on behalf of the named company) agree to sponsor A Day of Giving 2026 at the noted level. As a sponsor, I am entitled to the publicity and promotional opportunities described in the attached sponsor benefits at the chosen level. In return, I (the sponsor) agree to the following terms:

- + The event will be referred to as A Day of Giving 2026. SPCA Monterey County will be the presenter and sole proprietor of this event.
- + The specific sponsorship benefits are as stated in the levels attached. Any other ideas or suggestions for promotions will require advanced written approval by a designated A Day of Giving representative for SPCA Monterey County.
- + I, the sponsor, grant permission to SPCA Monterey County to use our company name and logo(s) as appropriate to the chosen sponsor level in publicity and promotional materials described under A Day of Giving sponsorship benefits. SPCA Monterey County will obtain the sponsor's consent before any additional use of company name or logo(s).

## Sponsor Contact Information

Contact Name

Company Name

(as it should appear in publications)

Address

City

State

Zip

Phone

Email

### Company Social Media Handles

Facebook @

Instagram @

X/Twitter @

### Sponsor Levels

\$10,000 Top Dog

☐

\$7,500 Humane Hero

☐

\$5,000 Best Friend

☐

\$2,500 True Companion

☐

\$1,200 Fur Friend

☐

\$750 Paw Patron

☐

I am not able to sponsor this year,  
but please accept my donation of

Please indicate preferred payment

Check is enclosed

☐

Please invoice me

☐

By credit card at [spcamc.org/sponsor](https://spcamc.org/sponsor)

☐

Signature

Date

For questions or to pay by phone, please contact Andrea Satterfield, Event & Development Engagement Manager,  
at [asatterfield@spcamc.org](mailto:asatterfield@spcamc.org) or (831) 264-5431.

All sponsor commitments must be received by December 12, 2025, to receive all perks and recognition.

SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.