

A DAY OF **GIVING**

SPCA
Monterey County

Telethon Sponsorship Opportunities







A DAY OF **GIVING**
SPCA
Monterey County



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 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 for 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 11, 2027.

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, 2025 - June 30, 2026

2,701
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

3,063
WILDLIFE RESCUED
Your support enabled us to rescue injured, sick, and orphaned wild animals





793
CRUELTY CASES
Our officers worked to stop animal abuse and neglect in Monterey County

13,474
KIDS EDUCATED
Children educated about humane and compassionate treatment of animals and each other





985
PETS SAVED WITH TLC
We mended broken bones and healed broken spirits through our Treatment, Learning & Compassion Program

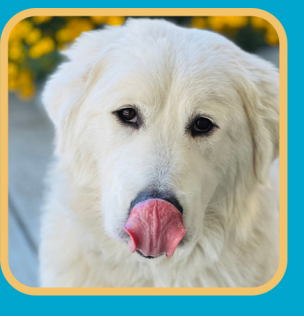
7,105
SPAY/NEUTERS
Low- and no-cost surgeries at our clinic and in our mobile clinic in underserved areas of our Monterey County





6,090
PETS TRAINED
Pets kept in homes thanks to our training classes for all abilities and people helped with our free behavior helpline

143,462
POUNDS OF FREE PET FOOD
Your support kept families together with our free Pet Food Bank





771
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. 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.

61,000
Facebook followers

28,000
engaged email subscribers

28,200
Instagram followers

48,400 TikTok followers

22,140 video views per month

5,070
Twitter/X followers

SPCAmc.org Website
31,000
unique users per month

668,000
pages visits per month



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 71% to 87%
of Central Coast viewership from morning through night, and reaches
20,800 Monterey County households
during the evening news.

1,025
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.

500+
SPCA Monterey County Volunteers
dedicate their time and skills to SPCA each year.

2,200
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

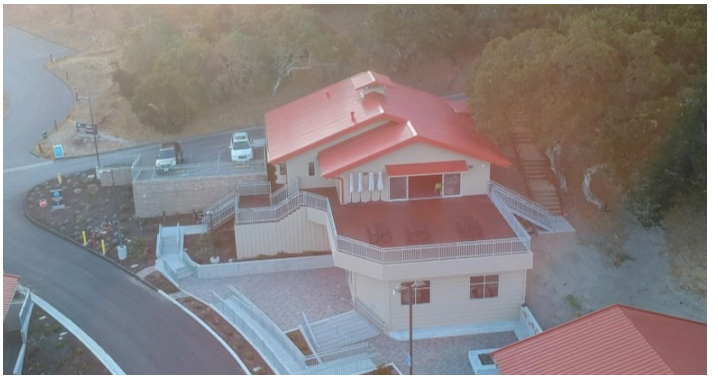
Recognition on Social Media Channels (available at all sponsor levels).
When you join SPCA Monterey County as A Day of Giving sponsor, you will have the satisfaction of knowing your business is making a difference for animals in the Monterey County community, and will enjoy recognition on our popular 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 additional 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 beautifully 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.

A DAY OF GIVING SPCA Monterey County

Sponsorship Benefits



	Top Dog **$12,500** 2 spots available	Humane Hero **$8,000** 3 spots available	Best Friend **$6,000**	True Companion **$3,000**	Fur Friend **$1,500**	Paw Patron **$1,000**
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 28,000 subscribers	Logo to appear 5 - 7 times	Logo to appear 3 - 5 times	Logo to appear 1 - 3 times	Logo to appear 1 time	Name to appear 1 time	Name to appear 1 time
Recognition in social media thank you posts on Facebook, X & Instagram	Facebook, X & Instagram	Facebook, X & Instagram	Facebook, X & Instagram	X & Instagram	X & Instagram	X & Instagram
Tickets to the Bow, Wow & Meow Donor Celebration breakfast to be held in Spring 2027	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 **OR** 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 or (831) 264-5431.
All sponsor commitments must be received by December 10, 2026, to receive all perks and recognition.
SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.

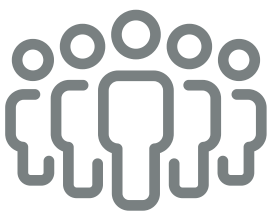
New Sponsorship Opportunity!

Grow Your Digital Audience With SPCA Monterey County

Our audience becomes your audience with retargeting. Market to 31,000+ 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.



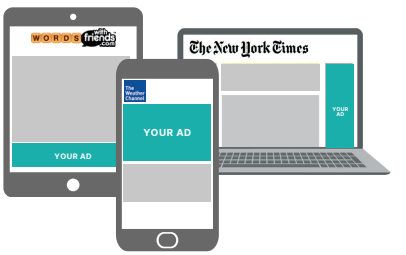
Step 2

The user exits the SPCA website.



Step 3

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



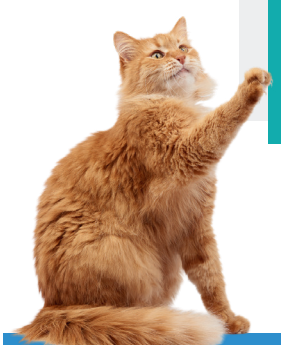
Step 4

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	STANDARD	PREMIUM
$2000	$4000	$6000
VIEWS: 20,000	VIEWS: 50,000	VIEWS: 90,000
DURATION: 3 Months	DURATION: 3 Months	DURATION: 3 Months





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



Thank You!

Thanks to generous donors and sponsors we raised over **$350,000** during last year's A Day of Giving Telethon which aired on March 19, 2026.



TOP DOG

pet food express®

HUMANE HERO

debra® CARMEL

County of Monterey California • 1850 •

BEST FRIEND

The CROSSROADS CARMEL

THE DAVID RIO FOUNDATION

Monterey Peninsula cypress coast SUBARU CYPRESS COAST

Scudder Roofing

Mechanics Bank®

Scudder Solar ELECTRICAL ENERGY SYSTEMS

TRUE COMPANION

California Water Service™

Leavitt Group INSURANCE

PRESIDIO KENNELS

FUR FRIEND

Johnson electronics SALES AND SERVICE SINCE 1941

TRADEWINDS CARMEL

KEAM SIMONE DENTAL AESTHETICS

true sense®

Tito's Handmade VODKA AUSTIN ★ TEXAS

PAW PATRONS

Alvarez Technology Group

MCSI Consulting Management Operations — Get A HANDLE On Your Water Needs

MEDIA SPONSORS: THE HIPPO, KWAV, THE BEACH, AND BOB FM

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2027 Sponsorship Agreement Form



By signing below, I (on behalf of the named company) agree to sponsor A Day of Giving 2027 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 2027. 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 @

Please indicate preferred payment

Check is enclosed ☐ Please invoice me ☐

By credit card at spcamc.org/sponsor ☐

Sponsor Levels

☐ $12,500 Top Dog

☐ $8,000 Humane Hero

☐ $6,000 Best Friend

☐ $3,000 True Companion

☐ $1,500 Fur Friend

☐ $1,000 Paw Patron

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

Signature

Date

For questions or to pay by phone, please contact Andrea Satterfield, Event & Development Engagement Manager, at asatterfield@spcamc.org or (831) 264-5431.
All sponsor commitments must be received by December 10, 2026, to receive all perks and recognition.
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