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

Pre-promotions will 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 9th.

A Day of Giving will engage audiences during hit shows such as the “Today” show, “Good Morning America,” and more.

BECOME A SPONSOR!

Your Sponsorship Supports:
- Adoption
- Animal cruelty investigations and lifesaving rescues
- Spay/neuter programs
- Wildlife rescues and rehabilitation
- Humane education programs for youth and adults
- Community partnerships (American Red Cross and Meals on Wheels)
- Pet behavior resources & training
- TLC (Treatment, Learning, and Compassion) Program

A Joint Opportunity:
- Align your brand with passionate consumers
- Drive awareness of your brand in our local community by supporting SPCA Monterey County
- And, of course, save animals’ lives!
SPONSORS CHANGE LIVES
Your sponsorship makes a difference for pets, people, and wild animals in need.
(July 2021 - June 2022)

CRUELTY CASES
803
Cases investigated by SPCA Humane Officers, who rescue animals and submit cases for prosecution.

WILDLIFE RESCUED
2,395
Injured, sick, and orphaned wild animals rescued from tiny hummingbirds to owls, coyotes, and hawks.

PET FOOD BANK
25,856
Pounds of free pet food distributed to keep pets with their loving families.

ADOPTIONS
2,978
Cats, dogs, horses, rabbits, barn pets, exotic animals, and more adopted into new, loving homes.
SPONSORSHIP LEVELS & BENEFITS

TRUE COMPANION SPONSOR: $2,500
Marketing Benefits
- Sponsor recognition on an adoption kennel for one (1) year
- Primary logo recognition in SPCA email communication to more than 20,000 constituents
- Sponsor logo to appear 5+ times on-air during A Day of Giving broadcast
- Recognition in social media thank you posts on Facebook, Twitter & Instagram

BEST FRIEND: $5,000
Marketing Benefits
- Lunch delivered to your company for up to six (6) team members
- Sponsor recognition on an adoption kennel for one (1) year
- An invitation to The Countess of Kinnoull Giving Circle annual luncheon for 2
- Photoshoot with company representative and shelter animal to be shared on Twitter/Instagram
- Sponsor logo to appear 10+ times on-air during A Day of Giving broadcast
- Primary logo recognition in 1 - 3 SPCA email communications to more than 20,000 constituents
- Recognition in social media thank you posts on Twitter & Instagram

FUR FRIEND SPONSOR: $1,200
Marketing Benefits
- Sponsor recognition on an adoption kennel for one (1) year
- Sponsor name recognition in SPCA email communication to more than 20,000 constituents
- Sponsor logo to appear as available on-air during A Day of Giving broadcast
- Recognition in social media thank you posts on Twitter & Instagram

PAW PATRON SPONSOR: $750
Marketing Benefits
- Sponsor name recognition in SPCA email communication to more than 20,000 constituents
- Sponsor logo to appear as available on-air during A Day of Giving broadcast
- Recognition in social media thank you posts on Twitter & Instagram

All sponsor commitments must be received by January 31, 2023 to receive all perks and recognition. If you have any questions, please contact Andrea Satterfield Donor Relations Coordinator, at asatterfield@spcamc.org
By signing below, I (on behalf of the named company) agree to sponsor A Day of Giving 2023 at the noted level. The sponsor is 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 2023. The SPCA 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 the President & CEO or the designated Day of Giving representative of the SPCA Monterey County.
- The sponsor permits using 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:

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Date

Sponsor: ____ $5,000 Best Friend ____ $2,500 True Companion ____ $1,200 Fur Friend ____ $750 Paw Patron

Please indicate preferred payment: ____ Check is enclosed ____ Please invoice me

For questions or to pay by credit card, please contact Andrea Satterfield, Donor Relations Coordinator, at asatterfield@spcamc.org. SPCA Monterey County is a 501(c)(3) organization, EIN #94-1167409.