



# SPCA for Monterey County 2020 Pet Telethon

**Thursday, March 12, 2020, 6 a.m. - 8 p.m.**

## Broadcast Details

KSBW 8 & Central Coast ABC—our broadcast partners—are Monterey County's highest rated television stations.



The SPCA 2020 *Share the Love* Pet Telethon will be broadcast in multiple 30-second to 2-minute segments (on KSBW 8 & Central Coast ABC).

Pre-promotions will air for two weeks leading up to the Pet Telethon. Coverage runs from 6:00 a.m. to 8:00 p.m. on Thursday, March 12th.



The SPCA 2020 *Share the Love* Pet Telethon will engage audiences during hit shows such as the "Today" show, "Good Morning America," "Rachael Ray," "Ellen," and more.

## BECOME A SPONSOR!

### Telethon sponsorships support:

- Adoption
- Animal cruelty investigations & lifesaving rescues
- Spay/neuter initiatives
- Wildlife rescues and rehabilitation
- Humane education programs for youth and adults
- Community partnerships  
(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 brand awareness through community support
- Engage company employees
- And of course, save animals' lives!



# SPCA for Monterey County 2020 Pet Telethon

## Your Sponsorship Changes Lives

### 3,327 Adoptions

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



### 1,368 TLC

Animals rehabilitated through our TLC program, providing second chances for pets who had no one else to help them.

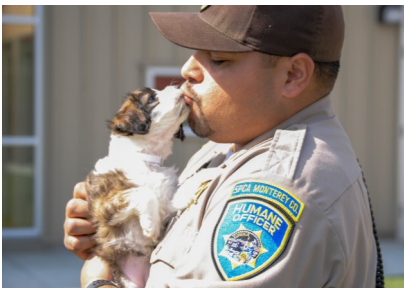
### 2,585 Wildlife Rescued

We rescue injured, sick, and orphaned wildlife 24/7.



### 915 Cruelty Cases

Cases investigated by SPCA Humane Officers, who rescued animals, submitted cases for prosecution and educated to stop animal neglect and abuse.



### 6,240 Spay/Neuters

Low and no-cost spay and neuter surgeries performed preventing the birth of thousands of unwanted pets.

### 13,349

### Connections












Children educated on humane treatment of animals and each other to build a more compassionate community.



Last fiscal year, the following was made possible thanks to wonderful supporters like you!



## SPCA for Monterey County 2020 Sponsor Levels and Benefits

Sponsor Benefits	Top Dog \$10,000 (1 available)	Humane Hero \$7,500 (2 available)	Best Friend \$5,000
Breakfast or Lunch (for up to six) with Scott Delucchi, SPCA Executive Director, and a Behind-the-Scenes Tour			
Opportunity to create a pre-recorded donation presentation to appear during the Share the Love Telethon broadcast			—
Opportunity for a Pet of the Week Facebook video interview on 104.3 The Hippo			—
Logo in thank you PSAs following the Telethon (approx. 200 spots)		—	—
Sponsor logo recognition on Hwy 68 banner		—	—
Company recognition on a special plaque on an adoption kennel for one year		—	—
Sponsor logo recognition on home page of the SPCAMc.org website for two weeks		—	—
Company logo to appear on-air during Share the Love Telethon broadcast	50+ times	25+ times	10+ times
Opportunity to have company representatives in the phone bank during Telethon	1st choice of shifts up to 12 seats	2nd choice of shifts up to 8 seats	3rd choice of shifts up to 4 seats
Sponsor recognition in SPCA email communication to more than 20,000 constituents	Primary Logo 5-7 emails	Logo 3-5 emails	Logo 3-5 email

### All levels Best Friend & above also receive:

- One year membership in the Countess Kinnoull Giving Circle with invitation to annual luncheon
- Photo shoot with company and shelter animal to be shared on Twitter and Instagram
- Company logo or name listed on display banner in the SPCA Adoption Lobby
- Facebook, Twitter, and Instagram thank you posts



Sponsor commitment must be received by **January 31, 2020** to receive all perks and recognition.

If you have any questions,  
please contact: **Lidia Wilding**,  
Events Coordinator  
831-264-5403



# SPCA for Monterey County

## 2020 Sponsor Levels and Benefits

Sponsor Benefits	Best Friend \$5,000	True Companion \$2,500	Fur Friend \$1,200	Paw Patron \$750
One year membership in the Countess Kinnoull Giving Circle with invitation to annual luncheon		—	—	—
Photo shoot with company representative and shelter animal to be shared on Twitter/Instagram		—	—	—
Company logo or name listed on banner in SPCA Adoption Lobby	Logo	Logo	Name	Name
Sponsor recognition in SPCA email communications to more than 20,000 constituents	Logo 1 email	Logo 1 email	Name 1 email	Name 1 email
Company logo to appear on-air during Share the Love Telethon broadcast	10+ times	5+ times	As available	As available
Opportunity to have company representatives in the phone bank during Telethon	3rd choice of shifts up to 4 seats	4th choice of shifts up to 2 seats	As available	As available
Social media thank you posts	Facebook, Twitter & Instagram	Twitter & Instagram	Twitter & Instagram	Twitter & Instagram

**Top Dog (\$10,000) and Humane Hero (\$7,500)**  
Sponsorships may also be available.

All sponsor commitments must be received by  
**January 31, 2020** to receive all perks and

If you have any questions,  
Contact Lidia Wilding,  
Events Coordinator at  
831-264-5403





# SPCA for Monterey County 2020 Sponsorship Agreement

By signing below, I (on behalf of the named company) agree to sponsor *Share the Love* Pet Telethon 2020 at the noted level. The sponsor is entitled to the publicity and promotional opportunities as described in the attached sponsor benefits at this level. In return, I (the sponsor) agree to the following terms:

- The event will be referred to as The SPCA for Monterey County *Share the Love* Pet Telethon 2020. 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 require advanced written approval by the Executive Director or designated representative of the SPCA for Monterey County.
- Sponsor gives permission to use company name and logos as is appropriate to chosen sponsor level in publicity and promotional materials described under Telethon sponsorship benefits. The SPCA for Monterey County will obtain sponsor's consent prior to any additional use of company name or logo.

## Sponsor Contact Information:

Contact Name

Company

Address

City

State

Zip

Phone

Email

Signature

Date

**Sponsor Level:** \_\_\_\_ \$10,000 Top Dog \_\_\_\_ \$7,500 Humane Hero \_\_\_\_ \$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:**

Lidia Wilding, Events Coordinator | 831.264.5403 | lwilding@spcamc.org

The SPCA for Monterey County is a 501(c)(3) organization, tax ID #94-1167409.

