

Sponsorship Opportunities with the Maryland SPCA

The March for the Animals

The March for the Animals is the Maryland SPCA's largest annual fundraiser. April 17, 2011 will mark our 16th annual 1.5 mile walk-a-thon. We expect nearly 6,000 participants. In 2010, the March for the Animals raised over \$360,000. It is ranked year after year in the Baltimore Business Journal's list of top twenty largest fundraisers in the Baltimore area. Sponsorships for the March for the Animals range from \$500 to \$5,000.



Promotion

65,000 event brochures are distributed throughout the Baltimore metro area. We also feature the event in our newsletter, e-blasts, social networking sites and website. The March for the Animals also has its own fundraising website. Media coverage includes television and radio PSA's, local news and print publications.

Sponsor Benefits

March for the Animals sponsors will be featured on the event brochure and SPCA newsletter and website. Sponsors also receive free vendor space at the event. Additional benefits include logo placement on the event t-shirt and other event day benefits, such as distribution of corporate giveaways and naming rights.



The Pet Calendar

Supporters of the Maryland SPCA are invited to submit their pets photos for our Pet Calendar Contest. All photos entered will appear in the calendar. Winning photos will be featured on the monthly spreads and the cover. The Pet Calendar is a sleek and glossy full-color wall calendar, featuring hundreds of great pet photos. Sponsorships for the Pet Calendar range from \$500 to \$1,500.

Promotion

The Pet Calendar will be promoted via our newsletter, website, e-news, social networking sites and special e-blasts. Local businesses also sell the calendars for us.

Sponsor Benefits

Sponsor logos appear in the calendar, as well as on our website with a link to their own site. Sponsors receive one free photo entry in the contest and multiple copies of the calendar. All sponsors will be recognized in the SPCA newsletter. Other opportunities, such as inserts, ads, coupons, etc., are available for the Presenting Sponsor.

Shop-a-Paw-Looza

Shop-a-Paw-Looza is an online auction benefiting the animals at the



Maryland SPCA. Our 7th annual auction will run from October 4 through October 25, 2011. The 2010 auction was very successful, with nearly 450 items and 3,500 bids raising \$44,000. Shop-a-Paw-Looza is an exciting opportunity for everyone to bid on great items. Each year, Shop-a-Paw-Looza features more items, more sponsors and more people clicking online to support the animals. Sponsorships for Shop-a-Paw-Looza range from \$500 to \$2,500.

Promotion

Shop-a-Paw-Looza has its own unique website, and is promoted via our newsletter, e-blasts, social networking sites, the SPCA website and various media advertisements.

Sponsor Benefits

All Shop-a-Paw-Looza sponsors are recognized on our website, in our quarterly newsletter and in multiple e-blasts advertising the event.



Wine and Wag Summer Happy Hours

Each summer, the Maryland SPCA holds three Wine and Wag happy hours. Each happy hour draws roughly 200 people, along with their furry companions. Guests enjoy refreshments and fun activities, such as bobbing for hot dogs, and paw painting.

Promotion

All Wine and Wag events will be promoted via various media outlets in addition to our own marketing efforts. This includes our website, e-newsletter, social networking sites and special e-blasts. In addition, local pet-friendly businesses help to promote the events by displaying flyers in their stores.

Sponsor Benefits

All Wine and Wag sponsors will be recognized on our website, in our newsletter and in e-blasts advertising the events. Sponsors will also receive signage at the Wine and Wag events and will have the opportunity to set up vendor space at one of the happy hour events.

The Maryland SPCA Transport Van

The Maryland SPCA has taken a leading role in saving the lives of animals in the Baltimore community. An important component of our work is our transport partnership with area shelters. Because of our high adoption rates, we accept animals from other shelters when space is available. Our new van enables us to double the number of animals that we can transport from other shelters in one trip.

Promotion

The Maryland SPCA's transport van covers a wide geographic range throughout Maryland.

Sponsor Benefits

Significant sponsors of the new transport van will receive logo recognition on the exterior of the van.



In 2009, The Maryland SPCA transported more than 2,100 dogs and cats from other shelters. These transports comprised nearly two-thirds of the animals we placed in homes last year.