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Corporations may support programs, events, or operations through full or partial sponsorship. Benefits are flexible. The MD SPCA will work with sponsors to tailor benefits to the sponsor's needs. Sponsorship may take the form of cash gift, service discount, or donated services.

LEVEL	Friend of the MD SPCA Logo	Annual Report Donor List Inclusion ~20,000 readers	Employee Engagement Lunch & Learn <sup>1</sup> Opportunities	Sponsorship Impact Report	Animal Talk <sup>2</sup> Inclusion ~20,000 readers	TV Mentions	Press Release
\$25,000			<i>In-person or webinar Lunch &amp; Learn session on topic of choice</i>		<i>200-word article about partnership</i>	<i>Three mentions in unique TV spots</i>	
\$15,000			<i>In-person or webinar Lunch &amp; Learn session on topic of choice</i>		<i>Short blurb in a sidebar</i>		
\$10,000			<i>In-person or webinar Lunch &amp; Learn session on topic of choice</i>				
\$5,000			<i>Webinar Lunch &amp; Learn session on topic of choice</i>				
\$2,500			<i>Webinar Lunch &amp; Learn session on topic of choice</i>				
\$1,000							
<\$1,000							















For more information or with questions, please contact Marketing Event Specialist Erin Holswade at [eholswade@mdspca.org](mailto:eholswade@mdspca.org) or 410-235-8826 x 126.

\*Sponsorship benefits in this category carry up. Benefits included at lower levels are also included in higher levels.

Monetary sponsors at the \$5,000 level and above may put part of their sponsorship dollars towards a matching gift challenge to benefit the sponsored program. MD SPCA markets matching gift challenges on social and digital media platforms.

**Organizations have one year from date of sponsorship to use all sponsorship benefits**

## 2021 Corporate Sponsorship Benefits *(continued)*

LEVEL	Dedicated <sup>3</sup> Twitter Post ~ 8,000 followers	Facebook Post* ~ 59,000 followers	Boosted Facebook Post	Website* ~ 46,000 unique users monthly	Paw Talk <sup>5</sup> Inclusion ~ 32,000 readers	MD SPCA Video Promo Spot <sup>6</sup>
\$25,000				Listed as event/program presenting sponsor		60 seconds
\$15,000				Logo included on program page		45 seconds
\$10,000				Logo on homepage		30 seconds
\$5,000		Dedicated <sup>3</sup> Facebook post		Listed on program page.		
\$2,500				Included in blog post.		
\$1,000				Listed on corporate support page.		
<\$1,000		Group <sup>4</sup> Facebook Post				

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### Descriptions:

1. Lunch & Learn: An MD SPCA-led presentation on an animal welfare-related topic from an approved list. Other animal care subjects will be considered on a case-by-case basis. In-person presentations will be available after COVID-19 restrictions are lifted. Either the organization or the MD SPCA may host; sessions at the MD SPCA are limited to 40 attendees. **In-person events include a pet visit and photo opportunity.**
2. Animal Talk: The MD SPCA's printed biannual newsletter (also posted online).
3. Dedicated: The sponsoring company is the only organization listed and tagged in the post.
4. Group: Group posts are scheduled for the end of each month. Posts will alphabetically list all organizations who gave support that month.
5. Paw Talk: The MD SPCA's monthly e-mail blast.
6. Video Promo: A sponsor-produced clip featured in a MD SPCA Facebook video about the sponsored program or event.