



ADOPTION SPECIAL SPONSORSHIP OPPORTUNITIES



For more information, please contact
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FOOTHILLS ANIMAL SHELTER HISTORY

Every day of the year, for the past forty years, Foothills Animal Shelter makes difference to the lives of our community's pets—and the people who love them. As one of the largest, recognized and respected animal shelters in the metro Denver area, we care for 9,500 dogs, cats and critters each year.

As an open admissions shelter, Foothills Animal Shelter never turns away an animal in need. Our mission is to provide the best care possible for every animal that enters our doors.

In 2015 alone, we achieved that mission by:

- Adopting 6,335 pets into loving homes
- Reuniting 1,608 lost animals with their grateful owners
- Giving life-saving care to 904 infant or ill animals in our foster care program
- Treating 14,382 animal patients with specialized surgeries, dental cleanings, medication and recovery to bring them back to health
- Offering 112 affordable vaccine, microchip and license clinics to the public
- Issuing 45,342 pet licenses
- Working with 465 volunteers who donated 33,448 hours

We invite you to join us in making a difference in our community by becoming a Corporate Partner. Thank you for your consideration and we look forward to working together to help homeless pets.

ADOPTION SPECIALS

Throughout the year, Foothills Animal Shelter designs and markets "Adoption Specials" for the purpose of increasing the visibility of our adoptable pets. Information about these specials is shared with the public through the Shelter's website, media and social media outlets to thousands of supporters and animal lovers throughout our community.

Adoption Specials capitalize on national campaigns, holidays, seasonal themes or special occasions. Heartwarming and whimsical designs engage the public, including those not necessarily looking to adopt a pet, and spreads brand awareness of Foothills Animal Shelter as a vital community resource.

ADOPTION SPECIAL SPONSORSHIPS

Adoption Special Sponsorships provide a compelling platform for you to tell new and existing customers about your organization and your support of the Shelter's lifesaving work to help homeless pets. Because your sponsorship is donated through Friends of Foothills Animal Shelter, a 501c3 charitable organization whose sole purpose is to raise funds to support the Shelter, your sponsorship fee is tax-deductible.

Examples of these creative Adoption Specials appear on the last page of this proposal and show one way sponsoring organizations can be featured.

Adoption Special Publicity includes:

- Posters displayed throughout the Shelter (hundreds of visitors daily)
- Sliders on the Shelter website homepage (2,000 hits per day)
- The Shelter's E-newsletter (7,000 recipients per issue)
- Sliders and posts on the Shelter Facebook page (9,300 likes)
- Shelter tweets (?? Followers)
- Press Releases

Adoption Specials can run from three days to one month in duration, with flat, tax-deductible sponsorship fees set accordingly:

<p style="text-align: center;">One Month Campaign \$5,000</p> <p>Your black-and-white logo and company name featured on:</p> <ul style="list-style-type: none">• Posters• Website homepage slider• <u>Two</u> e-newsletters• Facebook slider• <u>Six</u> Facebook posts• <u>Eight</u> Tweets• Promotional coupon in all adoption packets (your option)• Promotional items placed at adoption counter (your option) <p>Your company is encouraged to share news about the Adoption Special and your sponsorship at your place of business, via your website, media and social media outlets.</p>	<p style="text-align: center;">One Week Campaign \$2,000</p> <p>Your black-and-white logo and company name featured on:</p> <ul style="list-style-type: none">• Posters• Website homepage slider• <u>One</u> e-newsletter• Facebook slider• <u>Two</u> Facebook posts• <u>Two</u> Tweets• Promotional coupon in all adoption packets (your option)• Promotional items placed at adoption counter (your option) <p>Your company is encouraged to share news about the Adoption Special and your sponsorship at your place of business, via your website, media and social media outlets.</p>	<p style="text-align: center;">Three Day* Campaign \$1,000</p> <p>Your black-and-white logo and company name featured on:</p> <ul style="list-style-type: none">• Posters• Website homepage slider• <u>One</u> e-newsletter• Facebook slider• <u>One</u> Facebook post• <u>Two</u> Tweets• Promotional coupon in all adoption packets (your option)• Promotional items placed at adoption counter (your option) <p>Your company is encouraged to share news about the Adoption Special and your sponsorship at your place of business, via your website, media and social media outlets.</p> <p><i>* Includes 1-2 days for the special plus pre-special marketing.</i></p>
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Little Dogs, Big Hearts

\$10 adoption fee for small dogs
(six months and older)

Thursday, July 24 - Sunday, July 27

Sponsored by 



Feline Frenzy

at Foothills Animal Shelter

Monday, June 23 -
Sunday, June 29

FREE cats

six months and older

**Does not apply to offsite adoption locations.*

Sponsored by 



Warm Your Heart
Wednesdays

50% off dogs and cats
6 months and older

January 20

Sponsored by



Luck of the Irish Special

Thursday, March 17, 11 am - 7 pm

\$17 for dogs and cats
6 months and older

Sponsored by


FOOTHILLS
ANIMAL
SHELTER





ADOPTION PACKET SPONSORSHIP OPPORTUNITY

Foothills Animal Shelter's Adoption Packets are given to new pet owners at the time of adoption and provide information about their pet's medical history, vaccination and microchip records, etc. They are also an excellent way to reach potential clients for your business.

Over the course of each year, close to 7,000 adoption packets are distributed by the Shelter to pet owners throughout metro Denver. In 2016, our pet adopter demographics break down as follows:

21%	Lakewood	3%	Westminster
14%	Denver	16%	Other Metro (Aurora, Boulder, Broomfield, Centennial, Englewood, Highlands Ranch, Northglenn, Thornton, etc.)
13%	Arvada		
11%	Golden		
7%	Littleton		
5%	Evergreen, Morrison	6%	Out of Area (Grand Junction, Vail, Silverthorne, etc.)
4%	Wheat Ridge		

As an Adoption Packet Sponsor, your business would reach pet lovers in these communities at a very special time, the moment they are bringing a new pet into their homes and hearts. What's more, your business would be presented in association with Foothills Animal Shelter, one of the largest, most recognized and well-respected animal shelters in metro Denver.

Your full-color logo would be prominently displayed on the front cover of the folder and the left-hand inside pocket flap. As well, Adoption Packet sponsors are provided the opportunity to include coupons and other promotional items in every packet that goes home with an adopted pet.

Adoption Packet sponsorships are priced based on adoption volume throughout the year:

- 12-months for a flat, tax-deductible amount of \$8,000
- 6-months (March-August or September-February) for \$4500
- 4-month high season (May-August or September-December) for \$3500
- 4-month low season (January-April) for \$2000

I hope you agree the opportunities this sponsorship offers—to reach a targeted audience for your services; to promote your organization as a supporter of Foothills Animal Shelter; and to know that your financial contribution will make a real difference in the lives of homeless pets in our community—will be the foundation for a mutually beneficial relationship between your business and Foothills Animal Shelter.

I'll be reaching out to you to discuss this opportunity but, in the meantime, should you have any questions or require further information, please don't hesitate to contact me by phone or email.

Thank you for your consideration.

Rebecca Young
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