



Pet Helpers

# Corporate Partnership



*“We are able to accomplish so much, thanks to the support of the community. We appreciate all of your support as we continue to grow.”*

*-Carol Linville, Founder and President*



# **I am a Pet Helper. Are You?**

## **OUR MISSION**

Pet Helpers is a private, nonprofit 501(c)3 Rescue and Adoption Center and low-cost Spay/Neuter Clinic, serving communities across the Lowcountry. Our mission is to end the euthanasia of all adoptable cats and dogs by keeping all animals until adopted; providing low cost spay/neuter surgeries; offering humane education programs; pursuing animal-cruelty prosecution; and initiating animal-welfare legislation.

## **OUR HISTORY**

Pet Helpers was founded in 1978 by Carol Linville, now President of Pet Helpers, after she learned that **8,000 pets were being euthanized each year at local shelters**. What began as a weekly “adopt a pet” column, Pet Helpers Adoption Center and Spay/Neuter Veterinary Clinic is one of the foremost animal rescue organizations in South Carolina. We answer 20,000+ calls a year to provide assistance to the public concerning animal issues. **In 42 years, Pet Helpers has never wavered from our mission.**

Through a commitment to quality sheltering, spay/neuter, and humane education, we have worked tirelessly to save more than 49,000 animals in need. We are also the only independent adoption shelter and veterinary clinic of our kind that is fully-staffed and maintains regular business hours.

Pet Helpers has a vision for socially responsible rescue and sheltering, and is always looking forward. We have goals to increase our animal-holding capacity, expand our life-saving programs, and continue to be a voice in public education and legislation. **We are Pet Helpers and we hope your company will become pet helpers as well!**

# Saving Lives at a Glance



Pet Helpers has nearly **200 animals** in our care on a **daily basis**. In 42 years, we have saved more than **49,000 lives**.



The cost **PER animal, PER day** is approximately **\$20** to spay/neuter, vaccinate, microchip, provide shelter, food, and care. On average, an animal will stay with us for 30 days. **Our longest resident was 11+ years.**



Our services reach **10 counties in Lowcountry**. In addition to low-cost spay/neuter, we offer affordable services such as vaccines, preventative care, heartworm testing, and microchipping.

# ABOUT CORPORATE PARTNERSHIP

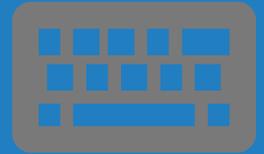
**Pet Helpers' Corporate Partnership** program is an excellent opportunity for local and regional businesses to gain exposure through our events, community programs, social media, and print/television/radio ads. Each level of Corporate Partnership receives the following benefits:

Logo featured on Pet Helpers homepage

- 13,000+ visits yearly

Logo featured in E-News

- Distributed monthly to 20k+ subscribers
- Open Rate averages 18%
- Click-Thru Rate averages 6%



Logo featured in "Tails from the Fur Side," our printed newsletter

- Distributed semi-annually to 10,000+ donors
- Hand-delivered to local veterinary practices, vendors and media stations



Social Media exposure on multiple channels

- Facebook: 20k+ followers with average reach of 4k+
- Twitter: 3k+ followers
- Instagram: 2k+ followers and growing!



# Corporate Partner Levels

Copper	Bronze	Silver	Gold	Platinum
Logo featured in monthly e-news	Logo featured in monthly e-news	Logo featured in monthly e-news	Logo featured in monthly e-news w/semi-annual advertisements	Logo featured in monthly e-news w/semi-annual advertisements
Logo featured on Pet Helpers homepage	Logo featured on Pet Helpers homepage	Logo featured on Pet Helpers homepage	Logo featured on Pet Helpers homepage	Logo featured on Pet Helpers homepage
Listing in print newsletter	Listing in print newsletter	Logo in print newsletter	Logo in print newsletter	Logo in print newsletter
Two (2) dedicated Social Media posts	Three (3) dedicated Social Media posts	Four (4) dedicated Social Media posts	Six (6) dedicated Social Media posts	Monthly Social Media recognition
Any Level Sponsorship for Oyster Roast <b>OR</b> Print Sponsorship for Fur Ball	Platinum Sponsorship for Oyster Roast	One media appearance to highlight partnership & company	Quarterly Media appearances to highlight partnership and company	Quarterly Media appearances to highlight partnership and company
	Bronze Sponsorship for Fur Ball	Any Level Sponsorship for Oyster Roast	Any level Sponsorship for Oyster Roast	Any level Sponsorship for Oyster Roast
		Entertainment <b>OR</b> Centerpiece Sponsorship for Fur Ball	Platinum Sponsorship for Fur Ball	Title Sponsorship for Fur Ball
		Featured Sponsor of dog/cat of choice	Featured Sponsor of adoption/clinic promotion	Semi-annual sponsorship of adoption/clinic promotion
<b>\$5,000</b>	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$50,000</b>

# Bonus Opportunities for Silver Gold, & Platinum Sponsors

## Promo Material

Option to include coupon/promotional item in ALL adoption packets\*

*\*Material printed at sponsor's expense. Pet Helpers to approve and manage distribution in adoption packets for the entire year.*

## Appreciation Day

Option to sponsor a volunteer appreciation work day\* or our annual Christmas Eve Holiday Celebration

*\*Two available*

## Community Event

Option to sponsor a community/adoption event\*

*\*Week-long (or more) exposure with additional mentions on all media appearances and dedicated e-blasts*

# WELCOME ABOARD!

Thank you for becoming a Pet Helper, and making a difference in the lives of our animals and in our community!

*For further information and for sponsorship contracts please contact Natassia Donohue, Director of Fund Development at (843) 531-6157 or via email at [Ndonohue@pethelpers.org](mailto:Ndonohue@pethelpers.org)*



“When I was a boy and I would see scary things in the news, my mother would say to me, "Look for the helpers. You will always find people who are helping.”

*~Mr. Fred Rogers*