NORTH SHORE ANIMAL LEAGUE AMERICA

2020 VIRTUAL WALK & WAG
SPONSORSHIP OPPORTUNITIES

SEPTEMBER 1st- OCTOBER 31st

JOIN US AND SAVE MORE LIVES

north shore animal league america.
WHAT WE DO

Since 1944, North Shore Animal League America has been saving the lives of defenseless dogs, cats, puppies, and kittens — over 1,100,000 to date. We have an unwavering commitment to Rescue, Nurture, Adopt and Educate.

- Animal League America is the world’s largest no-kill animal rescue and adoption organization
- A leader in the no-kill movement, rescuing and rehabilitating animals instead of euthanizing them
- An innovator in animal welfare to create a more sustainable world for all companion animals
- A strong voice, elevating the status and promoting the acceptance of mixed-breed animals —Mutt-i-grees® — through advocacy and education
- A collaborative organization that’s built a national network of shelter and rescue partners
- A trusted source for information, education, and resources that increase adoptions and enhance the lives of adopters and their pets
- Provides a world-class humane education program

OUR IMPACT

- The lives of more than 1,100,000 animals have been saved since 1944
- In a single year, our medical staff performs 58,000 exams and vaccinates 65,000 animals to help prevent disease
- Every year, we place nearly 18,000 pets into loving homes
- Our Mutt-i-grees Curriculum reaches more than 4,000 schools/libraries to create future generations of informed and empathetic adopters
- Teamed up with more than 2,000 shelter partners around the world to save lives
- 42,000 adoptions are facilitated through our nationwide adoption events
- More than 200 foster parents providing nearly 500 animals a loving home
- Each year, 500 volunteers spend over 50,000 hours improving the lives of our animals

WHY GET INVOLVED?

In addition to the satisfaction of knowing they are helping animals in need, companies are able to reach target audiences through our vast marketing efforts. We promote our sponsors whenever possible leading up to, during, and after an event to give companies maximum visibility.

Marketing Reach:

- Email Reach: 1,200,000
- Social Media: 2,600,000 Facebook, 134,000 Instagram, 62,000 Twitter
- Website Hits: 225,000 monthly visits to Animal League America’s homepage
- Paw Prints Newsletter: Distribution of 180,000 quarterly
- Geotargeted national print and radio outreach throughout United States
- Television appearances on major networks and popular shows
- In 2019, our event media was picked up by an average of 225 outlets with a viewership of 72.5 million

VIRTUAL WALK & WAG

SEPTEMBER 1st- OCTOBER 31st

Our Virtual Walk & Wag encourages walkers to get active while raising lifesaving funds for our no-kill mission. Due to the health and safety of our animal loving community, this traditionally in-person and virtual event will be held entirely virtual for 2020. All registered walkers can participate in fun contests, qualify for fundraising incentives, and can take part in our virtual ceremony! We are also introducing our new Golden Leash Club which celebrates Walk & Waggers who have signed up for 3 years. Walkers will be encouraged to share their story on social media and tell us why they walk - whether it’s for their furry pal, in memory of a devoted animal lover, or for animals EVERYWHERE! We are counting on our corporate friends to consider sponsoring this lifesaving event or to form a team to show their support of homeless dogs, cats, puppies and kittens.
## VIRTUAL WALK & WAG

**SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>$50,000</th>
<th>$25,000</th>
<th>$10,000</th>
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<td>Listed as Sponsor in Weekly Walker Emails</td>
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<td>Shout-out at Virtual Ceremony</td>
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<td>Corporate Walk Team</td>
<td>20 Walkers</td>
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<td>Company Logo on Walk’s Website</td>
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<td>Company Name or Logo in Paw Prints Newsletter</td>
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<td>Opportunity to Include Giveaway/Flyer to Golden Leash Club Members</td>
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<td>Opportunity to Include Giveaway/Flyer in Virtual Walker Package</td>
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<td>Company or Company Team Highlighted in a Weekly Walker Email</td>
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<td>Company Logo on Facebook</td>
<td>FB Calendar, Tagged Post, FB Live</td>
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<td>Logo on Save the Date Postcard to 15,000 (by 8/7)</td>
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<td>Company Message/Video at Ceremony</td>
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<td>Company Logo on Flyers put in Adoption Kits</td>
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* The Golden Leash Club is for walkers who have participated in 3 Walk & Wags, including 2020
** Contest Giveaway Sponsor will provide the giveaway for one of our weekly contests and will be mentioned in 2 emails to registered walkers- Giveaways include pet related items, gift cards, and athletic gear
Enclosed is my corporate investment of $_____________ for the following Sponsorship(s):

**Walk & Wag**
- Presenting Sponsor ($50,000)
- Top Dog Sponsor ($25,000)
- Proud Pup Sponsor ($10,000)
- Tail Wagging Sponsor ($5,000)
- Golden Leash Club Sponsor ($3,500)
- Playful Pooch Sponsor ($2,500)
- Weekly Walker Sponsor ($1,000)
- Contest Giveaway Sponsor ($300)       (Type of Product ________________________ )

Name: ____________________________________________
Company: _________________________________________
Address: _________________________________________
City: __________________________ State: __________ Zip: __________
Phone: ___________________ Email: _____________________

☐ Yes, I would like to make a tax-deductible donation in the amount of $ ___________ to help support NSALA’s no-kill mission to save the lives of countless dogs, cats, puppies and kittens.

If you wish to use a credit card, please complete the following:
Name on Credit Card: ___________________________ Signature: _________________________
- Visa  - MasterCard  - American Express  - Discover
Card Number: ___________________________ Expiration date: ___________ Code: ___________

For more information visit animalleague.org/walkandwag
For questions email:  events@animalleague.org or call 516.373.3496
To mail response:  North Shore Animal League America
ATTN: Events, 16 Lewyt Street, Port Washington, NY 11050

Please note no pet food or kitty litter may be given out as part of our events (treats are acceptable). Sponsors cannot promote items/services that conflict with NSALA’s mission and practices and giveaways must be approved.