



**ANIMAL
WELFARE
LEAGUE OF
ARLINGTON**

2022 SPONSOR

The Animal Welfare league of Arlington (AWLA) is a private, nonprofit organization committed to improving the lives of animals and people by providing resources, care, and protection.

AWLA provides care and refuge for homeless and suffering animals; places animals in loving, responsible homes; prevents cruelty to animals; provides animal control services to Arlington County; educates the public; and provides animal welfare-related community services.

Founded in 1944, AWLA serves the Northern Virginia and D.C. metropolitan area.

**AWLA INVITES YOU TO JOIN THE MISSION AS A SPONSOR AND
CONNECT WITH A VARIETY OF ANIMAL-LOVING SUPPORTERS**



**Nearly 40,000
email
subscribers**



**More than
20,000
followers**



**Nearly 22,000
active website
users per month**



**More than
24,000
followers**

We offer a variety of sponsorship options and invite you to take a look at the available opportunities listed on the following pages. Please **contact Hollie Dickman at hdickman@awla.org or 703-931-9241 ext.270** with any questions, thoughts on a custom opportunity, or to get your sponsorship underway!

Kennel Sponsorship

Display your support for AWLA animals with a personalized sign on a shelter kennel for the 2022 calendar year. Kennel sponsorships also include name and link recognition on the AWLA website for the duration of sponsorship.



Dog Buddy
\$750
20" by 10" sign
on a dog run



Puppy Pal
\$500
20" by 10" sign
on a puppy room



Cat Comrade
\$250
7" by 5" sign
on a cat kennel



**Small Companion
Champion**
\$150 5.5" by 3.5"
on a SCA kennel

AWLA Animal Sponsorship: \$100

The average daily cost to care for a shelter animal is \$25 and includes food, medication, enrichment supplies, and treats.

When you sponsor a cat, dog, or small companion animal, you will get a profile and digital picture and the story of your honorary animal to share on social media, with your team, and community. You'll also get regular updates and a postcard when your honorary animal is adopted!



INTERESTED IN AN ANIMAL FOCUSED SPONSORSHIP?

Contact Hollie at hdickman@awla.org or 703-931-9241 ext. 270 to request your application, ask any questions, or to learn more.



PROGRAM SPONSORSHIP

Kitten College Sponsor: \$10,000

Exclusive sponsor for the 2022 calendar year. Company logo and link on Kitten College page on AWLA's website. Quarter-page write-up in printed Pawpourri newsletter/ Annual Report sent to 15,000 donors each fall.

Logo and short bio in printed and digital material shared at Kitten College Apprentice Program training. Social media and email blast recognition. Company name on shelter donor recognition signage (updates in July 2022).

Learn more about the Kitten College program [HERE](#).



Wildlife Resource Center Sponsor: \$10,000

Exclusive sponsor for the 2021 calendar year. Company logo and link on Wildlife Resource Center page on AWLA's website. Quarter-page write-up in digital Pawpourri newsletter/ Annual Report sent to nearly 40,00 email donors each spring.

Exclusive social media post recognizing sponsorship. Recognition in an email blast referencing the Wildlife Resource Center. Company logo and link on AWLA website. Company name on shelter donor recognition signage (updates in July 2022).

Learn more about the Wildlife Resource Center program [HERE](#).



Smarty Pets Series Sponsor: \$7,500



Exclusive sponsor of AWLA's monthly community education series for the 2022 calendar year. Company recognition in Smarty Pets promotions on social media, email blasts at least once a month, and each program website. Recognition on AWLA website. Company name on shelter donor recognition signage (updates in July 2022).

Calendar Contest Sponsor: \$5,000

Exclusive sponsor of AWLA's annual month-long calendar contest fundraiser. Participants submit photos of their animals and/or vote for their favorites to win the coveted cover spot. More than 100 pets entered and \$24,000 raised in 2021. Company name on promotions for contest, shared on social media, contest page, AWLA website, and emails. Company page tagged on social media posts recognizing sponsorship. Sponsor recognition on the calendar. Company name on shelter donor recognition signage (updates in July 2022).



Adoption Ally: \$3,000

Include information about your business in every digital adoption folder for the 2022 calendar year. AWLA celebrated 2,587 adoptions in fiscal year 2021. Logo and link on AWLA website for duration of sponsorship. Company name on shelter donor recognition signage (updates in July 2022).



Pet Pantry Sponsor: \$3,000

Exclusive sponsor for 2022 calendar year. Recognition includes: company logo on Pet Pantry shelter signage, AWLA's website, social media, and email blasts including Pet Pantry information going to almost 40,000 engaged subscribers. AWLA's Pet Pantry supported more than 1,300 animals in the community in fiscal year 2021.



Vaccine Clinic Sponsor: \$2,500

Exclusive sponsor for the 2022 calendar year. Low-cost vaccine and microchip clinics are offered approximately 8 times a year, providing affordable vaccinations to hundreds of community pets.



Company mentioned in posts referencing clinics on social media and email blasts going out to almost 40,000 subscribers. Logo and link recognition on AWLA's website for the duration of sponsorship. Opportunity to distribute company handouts at the clinics.



Kids Summer Camp: \$2,000

Whether in-person or online, AWLA Summer Camp provides fun, creative, and educational programming for kids ages 6-13 to learn about sheltering and animal welfare. Exclusive sponsor for 2022 summer camp. Company logo and link on AWLA summer camp website, social media posts, and email promotion sent to nearly 40,000 subscribers.

INTERESTED IN A PROGRAM SPONSORSHIP?

Contact Hollie at hdickman@awla.org or 703-931-9241 ext. 270 to request your application, ask any questions, or to learn more.





EVENT SPONSORSHIP

AWLA 2022 Special Events: variety of levels available

Join the fun of AWLA events with a sponsorship. From smaller-scale pop-up events targeting specific audiences, to larger-scale fundraisers like the annual Walk for the Animals! Events are a great way to interact with AWLA supporters online, or in-person. Let Hollie know the type of event you are interested in and what level you'd like to support and she can match you with the perfect opportunity!

Some 2021 events:



Tarot Card
Reading Class



Putt-Putt for Pets
Golfing Event



Howl-O-Ween at
Lost Boy Cider



Stuff the Sleigh
Donation Event



Holiday Porch
Portraits



Hike with
your Hound



Walk for the
Animals Online
Fundraiser



Homemade Dog
Treat Class

INTERESTED IN AN EVENT SPONSORSHIP?

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