



ANIMAL
WELFARE
LEAGUE OF
ARLINGTON

SPONSORSHIP OPPORTUNITIES 2023



*Improving the lives of animals and people in Arlington County
by providing resources, care, and protection.*

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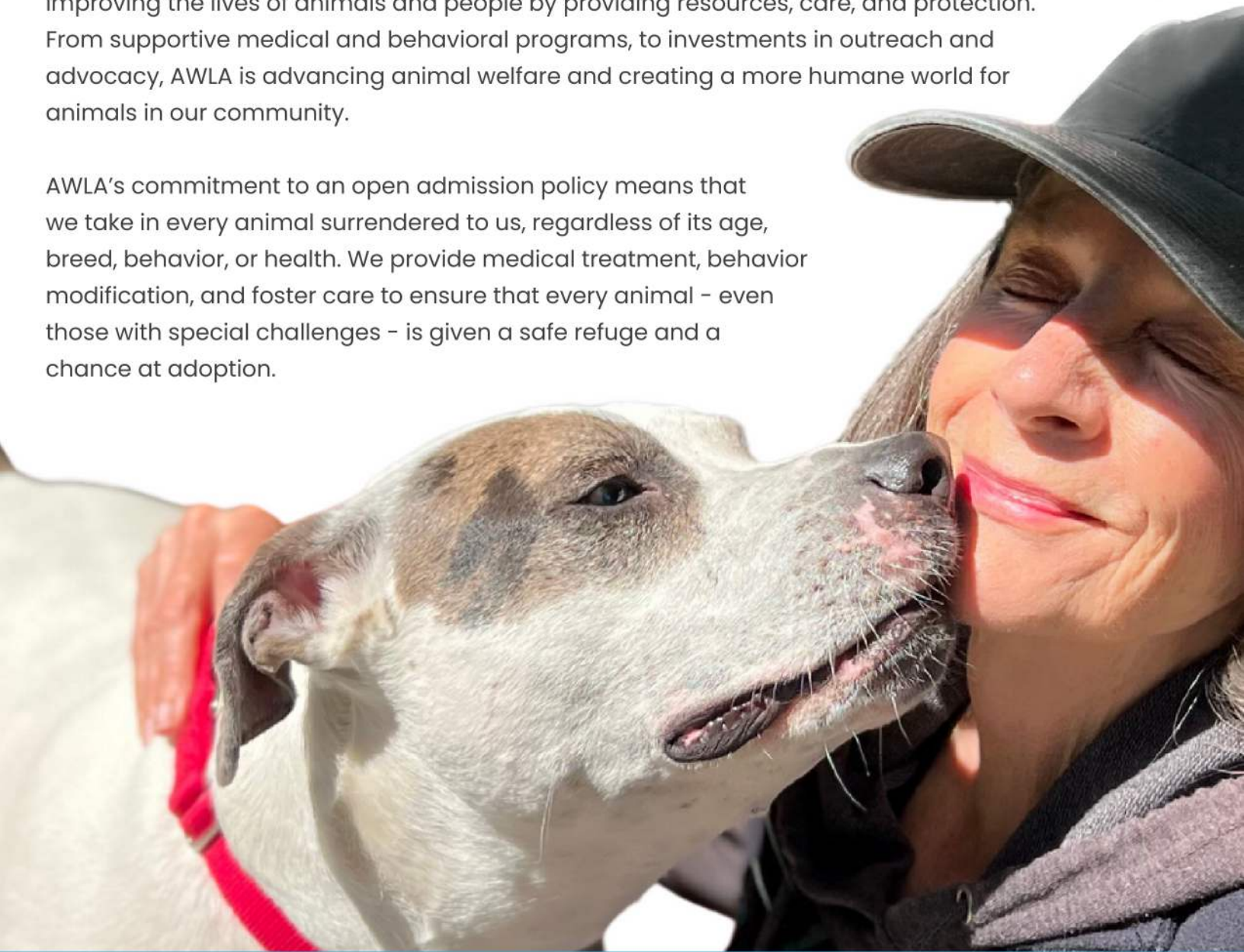
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ABOUT AWLA

The Animal Welfare League of Arlington (AWLA) is an open-access shelter committed to improving the lives of animals and people by providing resources, care, and protection. From supportive medical and behavioral programs, to investments in outreach and advocacy, AWLA is advancing animal welfare and creating a more humane world for animals in our community.

AWLA's commitment to an open admission policy means that we take in every animal surrendered to us, regardless of its age, breed, behavior, or health. We provide medical treatment, behavior modification, and foster care to ensure that every animal - even those with special challenges - is given a safe refuge and a chance at adoption.



AWLA also offers a variety of other services to the community, including:

- 🐾 Training for shelter dogs in foster and post-adoption
- 🐾 Low/no-cost spay/neuter surgery vouchers
- 🐾 Low/no-cost vaccination and microchip clinics
- 🐾 Temporary housing for pets of Arlington residents in crisis.
- 🐾 Educational programs and camps for children
- 🐾 Free Pet Pantry
- 🐾 Community Care Clinics
- 🐾 Veterinary assistance grants
- 🐾 Volunteer, foster, and employment opportunities.

OUR IMPACT ON THE COMMUNITY



3,800
animals
came
through our
doors in 2023



Cats



Dogs



Small
Companion
Pets



Wildlife



2,444
animals
adopted

1,776

pets spayed /
neutered before
adoption



677

pets vaccinated
for free



4,201

animal
control cases



14,000+

lbs of pet food
distributed to local
families



815

low-cost spay /
neuter vouchers
provided



11,000

volunteer hours

SPONSORS ENJOY GREAT BENEFITS

Annually, **approximately 200,000 people engage with AWLA** for pet adoption, training, vouchers, vaccinations, education, community support, and more.

ENHANCED VISIBILITY

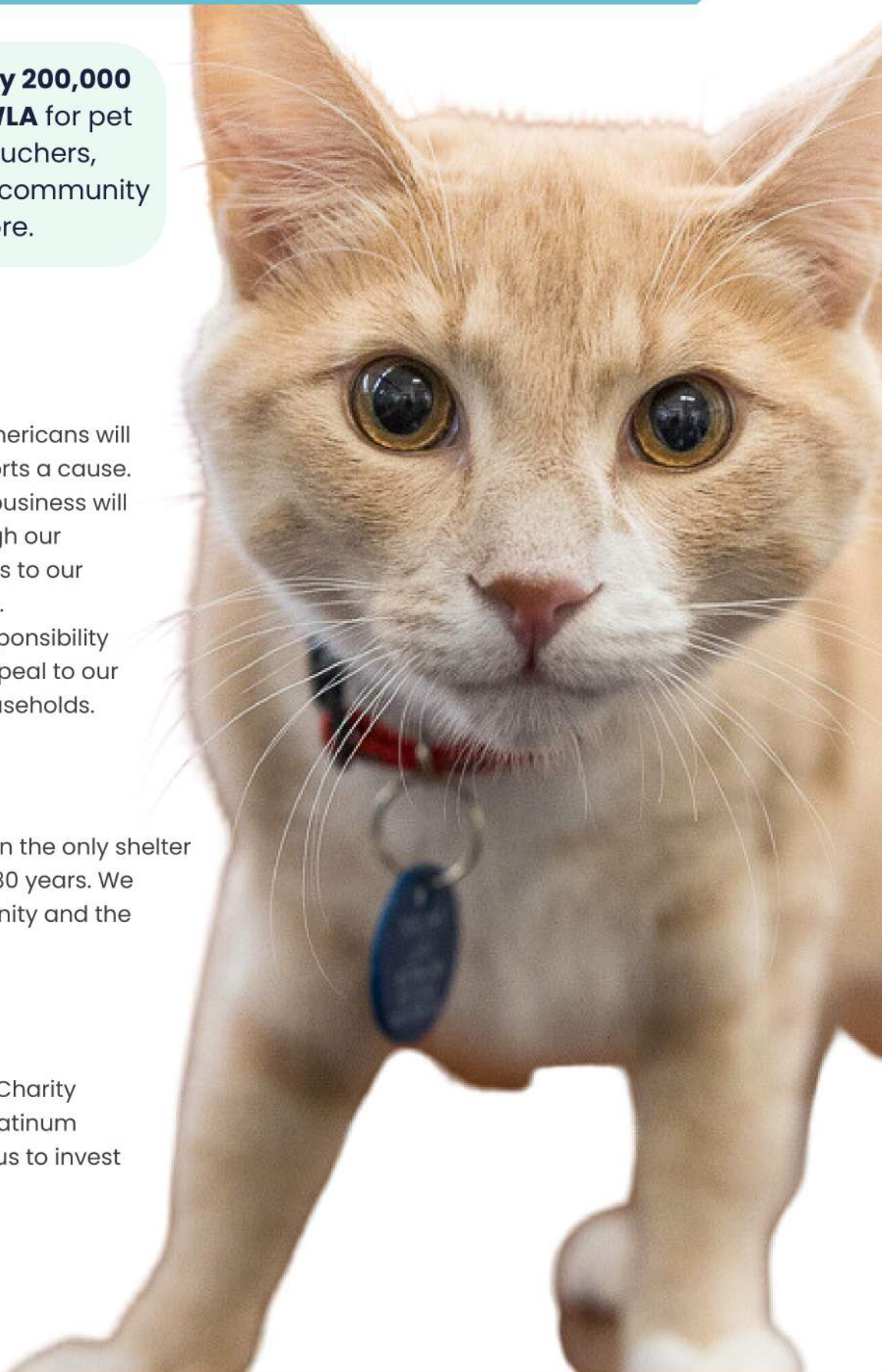
Research shows that 88% of Americans will support a company that supports a cause. By partnering with AWLA, your business will enjoy increased visibility through our marketing channels and access to our large, passionate support base. Your good corporate social responsibility will be on display, and you'll appeal to our slice of 90M pet-owning US households.

LOCAL IMPACT

Founded in 1944, AWLA has been the only shelter in Arlington County for almost 80 years. We have deep roots in our community and the respect of our neighbors.

SOLID INVESTMENT

AWLA has a 4-star rating from Charity Navigator and is a Guidestar Platinum nonprofit. Our supporters trust us to invest their donations wisely.



SPONSORSHIP OPPORTUNITIES

AWLA sponsors believe in our mission and show their support through contributions that sustain our programs and services. **As a sponsor, your impact is felt in every aspect of our organization.**

We offer two types of sponsorships:









ANNUAL SPONSORSHIPS

Annual sponsorships are offered on a rolling basis.

EVENT SPONSORSHIPS

Event sponsorships are one-off opportunities to support a specific AWLA fundraiser or celebration involving the public.

Benefits can include:

-  Recognition and website link on sponsor page of **AWLA's website**.
148,000+ views per year!
-  Tagged recognition in all **social media** posts related to your sponsorship.
61,000+ followers!
-  Logo on **program-specific materials and marketing**.
-  Acknowledgement in AWLA's Annual **Impact Report**, published each Fall/Winter.
-  Logo included in footer graphic of monthly **eNewsletter**.
40,000+ recipients!
-  AWLA Sponsor **digital logo and door decal** for your use.
-  Corporate Care Crew **volunteer opportunity**.
-  **Animal experience** opportunities.



ANNUAL SPONSORSHIP OPPORTUNITIES



DOG KENNEL & CAT HOME SPONSORSHIPS

AWLA offers year-long sponsorships of our dog kennels and cat homes. Sponsorships support our lifesaving programs, and give you the opportunity to pay tribute to a loved one or publicly display your corporate social responsibility.

Sponsorship includes:

- Customized sign with pet, family or company name for 12 months
- Announcement of sponsorship in newsletter
- Logo on website

Dog Kennel (9).....**\$2,500**

Cat Room (4).....**\$2,000**

Cat Townhouse (4).....**\$1,500**

Cat Condo (12).....**\$1,000**



ADOPTION ALLY

Include information about your business in every physical and digital adoption folder provided to new pet families.

AWLA finds homes for 2,400+ pets each year, so your company's name and services would be seen by at least that many animal-loving consumers with the potential of a lifetime of patronage.

\$5,000

~~3 Available~~

2 Remaining



SMARTY PETS

Smarty Pets is a free, monthly Zoom series designed to offer information and perspectives about animal welfare-related topics. Hosted by subject-matter experts on staff at AWLA and in the community, participants are invited to tune in and engage. Past topics include: *Animal Welfare Advocacy and Legislation*, *Estate Planning for Pet Families*, and *Kittens: The Teen Years*. **Sponsors gain access to an audience that is passionate about animals.**

\$7,500

Sold for 2023



ANNUAL SPONSORSHIP OPPORTUNITIES



COMMUNITY CARE CLINICS

\$10,000

4 Available

AWLA offers clinics to provide affordable veterinary care, vaccines, microchips, and pet supplies to members of our community. Working in partnership with local nonprofits and government agencies, AWLA endeavors to meet pet owners on their terms, in their languages, at times and locations convenient to them. **Sponsorship provides vaccines, microchips, pet food, supplies, and preventatives so that anyone may know the love of a pet.**



PET PANTRY

\$10,000

1 Available

AWLA operates a pantry for pet owners in our community to get pet food, supplies, preventatives, and other animal-related items for free, no questions asked. Our goal is to keep owned-pets happy, healthy, and home with the people who love them. The program has traditionally been funded by in-kind donations of pet food and supplies, which means we sometimes have to turn clients away when our cupboards are bare. **Your sponsorship helps thousands of pets (2,201 in FY22) get what they need and deserve.**



SUMMER CAMP

\$10,000

Sold for 2023

AWLA's summer camps are a fun way to inspire compassion and respect for animals in our community. The camp curriculum is designed by AWLA's credentialed Youth Programs Coordinator, who incorporates animal-themed crafts and games into daily lessons. Kids ages 6-13 get in-person opportunities to learn about companion animal behavior, care, and handling from guest speakers and shelter staff on site at AWLA. Scholarships make it possible for any child to go to camp, regardless of their financial circumstances. **Your sponsorship provides scholarships for ___ children to attend camp for free.**



ANNUAL SPONSORSHIP OPPORTUNITIES



WILDLIFE RESOURCE CENTER

\$10,000

1 Available

AWLA's Wildlife Resource Center provides education, outreach, and emergency field response for wildlife. It also supports a network of skilled rehabilitation partners with the lifesaving supplies they need, subsidies for skilled training, and a corps of volunteer drivers to transport wildlife where it needs to go. Each year, the Wildlife Resource Center responds to more than 3,000 calls for wildlife services, from helping orphaned baby squirrels to injured deer. As stewards for all animals in our community, AWLA is committed to fostering the harmonious coexistence between humans and native wildlife through conservation efforts, respect for the environment, tolerance and understanding for all living things, and humane approaches to resolving wildlife conflicts. **Your sponsorship is critical to the success of this program.**



KITTEN COLLEGE

\$10,000

Sold for 2023

AWLA's Kitten College is a nationally recognized program designed to save the lives of neonatal kittens from unnecessary euthanasia at area shelters and rescues due to lack of resources. The strength of AWLA's Kitten College is its foster network. It is made up of dedicated volunteers of all skill levels who care for kittens ranging in age from days to months old with supplies, training, and support provided by the shelter. AWLA also offers free apprenticeships to shelter and rescue staff all over the country to equip them with the knowledge and skills to establish their own kitten colleges. **Your sponsorship provides medical care, provisions, supplies, and support to make sure that the shelter's most vulnerable population can become its most adoptable.**



ANNUAL SPONSORSHIP OPPORTUNITIES



PAWS AND READ

\$2,500

Sold for 2023

AWLA's **free** *Paws and Read* program offers children and young teens (through age 14) the opportunity to read to adoptable cats and small companion animals at the shelter. Young readers can improve their skills in the company of nonjudgmental shelter animals and in turn socialize and soothe shelter pets with the sound of their voices.



EVENT SPONSORSHIP OPPORTUNITIES



CALENDAR CONTEST

Sponsorship opportunities of varying levels (including an exclusive sponsorship) are available for AWLA's annual month-long calendar contest fundraiser. Participants submit photos of their pets and/or vote for their favorite(s) to win the coveted First Prize Cover spot. The Calendar Contest sponsor is recognized on a printed calendar, sent to every participant and available for purchase at AWLA. **Your sponsorship provides everything adoptable animals need until they go to their new homes.**



More event sponsorship opportunities coming soon!

*Please contact Victoria Michael at vmichael@awla.org
if you are interested in being an event sponsor.*