



# SPONSORSHIP OPPORTUNITIES 2024

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

# WHAT'S INSIDE

- **About AWLA**
- **Our Impact on the Community**
- **Our Reach**
- **Sponsorship Opportunities**
  - **Annual Sponsorship Opportunities**
  - **Event Sponsorship Opportunities**
- **Contact Us / Let's Get Started!**



## LEADERSHIP

### BOARD

Tim Denning (Board Chair)  
Alice Barrett-Feeley (Past Chair)  
Kristanne Littlefield (Vice Chair & Secretary)  
Olga Pamfilova (Treasurer)  
Shannon Bailey  
Kayleen Gloor, DVM, MS  
Nikki Hoffpauir  
Alexis Hudson  
Rich McKinless  
Amy Pike, DVM  
Tannia Talento  
Alyssa Williamson  
Jim Wilmot  
Trevor Woodbury

### DISTINGUISHED COUNCIL

Molly Armus  
Lucy Bowen McCauley  
Hannah Brostowitz  
Cristina Diaz-Torres  
Lisa Fikes  
Jay Fisette  
Diane Greenlee  
Patrick Hope  
Todd Ihrig  
Sally Kaplan  
Kim Klingler  
Carol Moylan  
Dr. Jeff Newman, DVM  
Casey Nolan  
Pat Romano  
Gary Sturm  
Mark Treadway



# 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 environment for animals in our community.

AWLA's commitment to an open admission policy means that we take in any 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:

- ❧ 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 and foster opportunities

# 2023: OUR IMPACT ON THE COMMUNITY



**2,606** ANIMALS  
FOUND NEW HOMES

**2,053** ANIMALS PLACED  
IN FOSTER HOMES



**672** COMMUNITY PETS  
SPAYED AND NEUTERED

**6,948** PETS RECEIVED  
FOOD FROM OUR PET  
PANTRY

**1,409** KITTENS SAVED THROUGH  
THE KITTEN COLLEGE PROGRAM





# SPONSORS ENJOY GREAT BENEFITS

Annually, **approximately 200,000 people engage with AWLA** for pet adoption, camps, clinics, tours, vaccinations, vouchers, 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 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**.  
*42,000+ recipients!*
-  Corporate Care Crew **volunteer opportunity**.
-  **Animal** meet & greets.





# 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 provide an 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

Dog Kennel (9).....	<b>\$2,500</b>
Cat Room (4).....	<b>\$2,000</b>
Cat Townhouse (4).....	<b>\$1,500</b>
Cat Condo (12).....	<b>\$1,000</b>



## ADOPTION ALLY

**\$5,000**

AWLA finds homes for 2,400+ pets each year and each adopter receives a folder of information about their new family member. **Include information about your business in every physical and digital adoption folder provided to new pet families** and your company's name and services will be seen by thousands of animal-loving consumers with the potential of a lifetime of patronage.



## SMARTY PETS

**\$7,500**

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 participate. Past topics include: *Animal Welfare Advocacy and Legislation*, *Estate Planning for Pet Families*, and *Kittens: The Teen Years*. **Sponsors gain access to an engaged audience that is passionate about animals.**





# ANNUAL SPONSORSHIP OPPORTUNITIES



## COMMUNITY CARE CLINICS

\$10,000

AWLA offers clinics that 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. **Sponsors provide vaccines, microchips, pet food, supplies, and preventatives so that anyone may know the love of a pet.**



## PET PANTRY

\$10,000

AWLA operates a pantry for pet owners in our community to get pet food, supplies, 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. This program helps a lot of people and we sometimes have to turn clients away when our cupboards are bare. **Sponsors provide food and supplies for thousands of pets in our community so no one goes hungry.**





# ANNUAL SPONSORSHIP OPPORTUNITIES



## WILDLIFE RESOURCE CENTER \$10,000

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 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. **Sponsors ensure that wildlife and rehabilitators have the support they need to thrive.**



## KITTEN COLLEGE \$15,000

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. **Sponsors provide medical care, supplies, and support to make sure that the shelter's most vulnerable population can become its most adoptable.**





# ANNUAL SPONSORSHIP OPPORTUNITIES



## PAWS & READ

\$15,000

AWLA's **free** *Paws & 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 non-judgmental shelter animals and in turn socialize and soothe shelter pets with the sound of their voices. **Sponsors enable shelter pets and local kids to share comfort and build confidence.**



## PAWS & BREATHE

\$15,000

AWLA's *Paws & Breathe* program supports the well-being of people and shelter pets with opportunities to slow down, relax, and enjoy the calming effects of being together. Doing yoga with kittens, meditating with rabbits, or just snuggling with puppies reduces anxiety and stress, naturally. And it helps to socialize shelter pets so they become comfortable with handling, different voices, and new environments. **Sponsors provide people and shelter pets with an opportunity to rest, restore, and just BE for a little while.**



## SUMMER CAMP

\$10,000

AWLA's summer camps are a fun way to inspire compassion and respect for animals. The camp curriculum is designed by a credentialed Youth Programs Coordinator and 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. **Sponsors make it possible for any child to go to camp, regardless of their circumstances.**





# ANNUAL SPONSORSHIP OPPORTUNITIES



## VETERINARY ASSISTANCE GRANTS

\$10,000

AWLA's **Veterinary Assistance grants** provide financial assistance to qualified pet owners to obtain life-saving emergency veterinary attention for their animals, thus preventing unnecessary suffering and keeping pets in homes and out of shelters. The scope of the fund has expanded to include financial assistance for pets with treatable chronic conditions, like diabetes, which can also result in pets being surrendered to shelters due to a lack of access to veterinary care and the possible (or perceived) expense of treatment.



## HOUSING EMERGENCY LIFELINE (HELP) \$10,000

Through the HELP program, AWLA provides temporary housing for pets belonging to residents of Arlington and Falls Church City who are experiencing a health or housing crisis. Just a week or two can make the difference between someone being able to keep and care for their pet and having to surrender it. Sponsorship...





# EVENT SPONSORSHIP OPPORTUNITIES



## WE'RE EXPECTING! BABY ANIMAL SHOWER

**March 16: 10am – 12pm at AWLA**

Spring is the ideal time for animals to give birth. Temperatures rise, there is less chance of harsh weather, and longer days mean that animals have more time to find food for their young. At AWLA this marks the start of kitten and baby wildlife season. It's busy and requires a lot of specialized supplies to care for all the injured, orphaned, and sick baby animals that come through our doors. So we're throwing a baby shower! Guests are invited to purchase items from our Amazon Registry and join us for treats, games, and – of course – baby animals.

**One Sponsorship Available – \$10,000**



## PAWS & READ FESTIVAL

**April 13: 10am – 12pm at AWLA**

AWLA is super-sizing its Paws & Read Program into a one-day festival. Children and their parents are invited to come read to AWLA's audience of non-judgmental, adoptable animals, listen to special guest readers, and more!

**One Sponsorship Available – \$10,000**



## 2024 NY DOG FILM FESTIVAL

**May 14: 6 – 9pm at Arlington Cinema & Drafthouse**

Sponsor an exclusive screening of the 2024 New York Dog Film Festival. This unique film is a compilation of shorts with a feline theme which premieres every year in New York City and then travels to venues across the United States. Sponsors gain access to a large and loyal group of animal lovers. Receive recognition for your company, products, and services and demonstrate your commitment to the greater good of animals and humans in our community.

**Several Sponsorships Available – \$2,500 – \$10,000**





# EVENT SPONSORSHIP OPPORTUNITIES



## 2024 NY CAT FILM FESTIVAL

**May 15: 6 – 9pm at Arlington Cinema & Drafthouse**

Sponsor an exclusive screening of the 2024 New York Cat Film Festival. This unique film is a compilation of shorts with a feline theme which premieres every year in New York City and then travels to venues across the United States. Sponsors gain access to a large and loyal group of animal lovers. Receive recognition for your company, products, and services and demonstrate your commitment to the greater good of animals and humans in our community.

**Several Sponsorships Available – \$2,500 – \$10,000**



## 80TH ANNIVERSARY CELEBRATION

**June 6: 6 – 9pm at MOCA Arlington**

Since 1944, AWLA has worked to create a humane community in which animals and people live harmoniously. Now, on the occasion of AWLA's 80th anniversary, we're hosting a party. Supporters are invited to celebrate the first 80 years and toast the next 100!

**Several Sponsorships Available – \$2,500 – \$80,000**



## CALENDAR CONTEST

**October 1 – 31**

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. Sponsorship supports the care and keeping of shelter animals while they await adoption.

**Several Sponsorships Available**



# CORPORATE VOLUNTEER OPPORTUNITY



## CORPORATE CARE CREW

\$1,500\*

**Available by appointment**

AWLA provides groups with a unique opportunity to experience first-hand what it takes every day to care for the thousands of animals the League helps each year. This opportunity is also a meaningful way for teams to volunteer, build connections, and invest in their community. Each opportunity includes volunteering and a behind-the-scenes tour of the shelter.

**\*One time tax-deductible donation**

