When you become a sponsor of the Ulster County Society for the Prevention of Cruelty to Animals, (SPCA), you make it possible for us to provide shelter, medical care, and adoption opportunities to the abused, neglected and homeless animals of Ulster County. Thank you!

Our Advertising Reach

500 Event Attendants
530 Twitter Followers
1,800 E-Mail Mailing List
2,300 Instagram Followers
2,400 Direct Mailing List
14,000 Monthly Website Visitors
17,500 Facebook Followers

www.ucspca.org • marketingcoordinator@ucspca.org
### Event Sponsorships

#### Annual Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fur Ball</td>
<td>Friend Sponsorship</td>
<td>$100 • 1/4 page ad in program (Fur Ball) or 1 tee green sign (Putt Fore Paws) or Race marker sign (Doggie Dash)</td>
</tr>
<tr>
<td></td>
<td>Advocate Sponsorship</td>
<td>$250 • 1/3 page ad in program (Fur Ball) or Longest Drive Sponsor (Putt Fore Paws) or Contest Winner Goodie Bag Sponsor (Doggie Dash)</td>
</tr>
<tr>
<td></td>
<td>Guardian Sponsorship</td>
<td>$500 • 1/2 page ad in program (Fur Ball) or Closest To Pin Sponsor (Putt Fore Paws) or Starting Line &amp; Finishing Line Sponsor (Doggie Dash)</td>
</tr>
<tr>
<td></td>
<td>Champion Sponsorship</td>
<td>$1,000 • Full page ad in program (Fur Ball) or Continental Breakfast Sponsor (Putt Fore Paws) or Trophy Sponsor (Doggie Dash)</td>
</tr>
<tr>
<td>Putt Fore Paws</td>
<td>Hero Sponsorship</td>
<td>$2,000 • Full page ad in program, logo displayed at check-in/bar/hors d'oeuvres table (Fur Ball) or Logo displayed at registration/food tent (Putt Fore Paws) or Logo displayed at registration, logo on race bib (Doggie Dash)</td>
</tr>
<tr>
<td>Doggie Dash</td>
<td>Patron Sponsorship</td>
<td>$10,000 • Hero Sponsorship for all three annual events</td>
</tr>
</tbody>
</table>

#### Friendly Sponsorship • $100
- 1/4 page ad in program (Fur Ball) or 1 tee green sign (Putt Fore Paws) or Race marker sign (Doggie Dash)

#### Advocate Sponsorship • $250
- 1/3 page ad in program (Fur Ball) or Longest Drive Sponsor (Putt Fore Paws) or Contest Winner Goodie Bag Sponsor (Doggie Dash)

#### Guardian Sponsorship • $500
- 1/2 page ad in program (Fur Ball) or Closest To Pin Sponsor (Putt Fore Paws) or Starting Line & Finishing Line Sponsor (Doggie Dash)

#### Champion Sponsorship • $1,000
- Full page ad in program (Fur Ball) or Continental Breakfast Sponsor (Putt Fore Paws) or Trophy Sponsor (Doggie Dash)

#### Hero Sponsorship • $2,000
- Full page ad in program, logo displayed at check-in/bar/hors d'oeuvres table (Fur Ball) or Logo displayed at registration/food tent (Putt Fore Paws) or Logo displayed at registration, logo on race bib (Doggie Dash)
- Full-section logo in monthly e-newsletter issues preceding event
- Logo listed in quarterly direct mail newsletter
- 8 complimentary tickets to event / VIP table
- Prominent logo on website event page, logo on social media event cover image, name on social media event page, name on social media posts (tagged when possible)
- Logo on event flier*
- Mention at podium and speak during event
- Mention during weekly SPCA radio segments on all radio PSAs and interviews in advance of event (WDST, WBPM Radio Kingston)

#### Patron Sponsorship • $10,000
Our Patron Sponsorship is a year-long sponsorship of our events, print and digital marketing outreach, and direct public engagement. By becoming a Patron of the Ulster County SPCA, you are a joint partner in our efforts to provide shelter, medical care and adoption opportunities for animals in Ulster County, and will receive recognition and engagement at every opportunity throughout your sponsorship year.

- Hero Sponsorship for all three annual events
- Year-long display of logo on Ulster County SPCA website cover image and Facebook cover photo
- Year-long display of logo in monthly e-newsletters
- Ad in all 4 issues of quarterly direct mail newsletter
- Focused monthly post on social media
- Logo displayed as Patron Sponsor at reception

*to be included on flier, print deadline for event must be met
Monthly Sponsorships

**Pet Pal**

$50 a month

Sponsor a pet’s living space and their needs while they live at the shelter. A plaque recognizing the contribution of your business or the name of an individual will be prominently displayed on the door. Individual dog kennels, open cat rooms, small animal spaces, and kennels for animals with special medical needs are available for sponsorship.

**Pets of the Month**

$250 a month

Sponsor the “Pet of the Week” adoptable pets for a month to increase their chances of finding their fur-ever homes. Sponsors are recognized in each “Pet of the Week” online video and poster for individual pets, the monthly e-newsletter to donors, during the weekly radio spot on “The Happy Hour with Nadine Ferraro”, and a focused social media post each week for the sponsored month.

**Pet Path**

$500 a month

3 month minimum

Sponsor the transport of pets from shelters forced to euthanize due to a lack of space. Sponsors receive their logo on the Ulster County SPCA van, which is used for interstate transports as well as weekly community events around Ulster County. Sponsors are also mentioned in all transport social media posts, the quarterly direct mail newsletter, the monthly e-newsletter to donors, and a focused social media post each sponsored month.

**Pet Patrol**

$1000 a month

6 month minimum

Sponsor our humane law efforts to reduce cases of animal abuse and cruelty in Ulster County, including intentional neglect, endangerment, and abandonment. Sponsors receive their logo on the Ulster County SPCA humane law vehicle, which travels daily throughout the county. Sponsors also receive mention in the quarterly direct mail newsletter, the monthly e-newsletter to donors, and a focused social media post each sponsored month.
The Ulster County Society for the Prevention of Cruelty to Animals is a private, nonprofit organization that has been serving its namesake county since 1891. Our mission is to prevent cruelty to animals by providing temporary shelter and finding adoptive homes for homeless, abused and neglected animals; conducting cruelty investigations; eliminating the crisis of homeless animals by providing low-cost spay/neuter services for cats and dogs and by spaying or neutering all animals offered for adoption; providing humane education and by working to improve laws to end animal cruelty.

2019 Statistics

282 Cases of Animal Abuse Investigated
317 Pets & Families Remain Together Thanks To Our Pet Owner Support Programs
1,046 Pets Placed in Fur-Ever Homes
1,274 Animals Provided With Shelter
1,754 Spay/Neuter Surgeries To Reduce Pet Overpopulation
3,500 Animals Positively Impacted By Our Services

To discuss sponsoring and advertising opportunities, contact our marketing coordinator by calling (845) 331-5377 ext 225, or email marketingcoordinator@ucspca.org.