



When you become a sponsor or advertise with the Ulster County 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!**

Monthly Sponsorships

Pet Pal

\$50 a month

Sponsor a pet's living space at the shelter. Includes a prominently displayed placard recognizing your contribution. Individual dog kennels, open cat rooms, and small animal spaces are available for monthly and annual sponsorship.

Pet of the Month

\$250 a month

Sponsor our "Pet of the Week" adoptable pets for a month. Sponsors are recognized in each "Pet of the Week" social media post, the monthly e-newsletter to donors and the weekly radio program with Radio Kingston's "Happy Hour with Nadine."

Pet Path

\$500 a month

Sponsor the transport of pets to veterinary visits, events, and across Ulster County. Includes sponsor logo on the Ulster County SPCA van, as well as mention in all transport social media posts, the quarterly direct mail newsletter, the monthly e-newsletter and a focused social media post each sponsored month. Three month sponsorship minimum.

Pet Patrol

\$1,000 a month

Sponsor our humane law efforts to eliminate animal abuse and cruelty throughout Ulster County. Includes sponsor logo on the Ulster County SPCA humane law vehicle, as well as mention in the quarterly direct mail newsletter, the monthly e-newsletter, and a focused social media post each sponsored month. Three month sponsorship minimum.

Our Paw Prints quarterly newsletter is available at all tabling, adoption, and Fill the Van events across Ulster County, reaching thousands in the community!



30K Social Media Followers



3,000 Direct Mailing List



23K Monthly Website Visitors



2,500 E-Mail Mailing List



Event Sponsorships



2024 Fur Ball
Fall Gala Event



2024 Putt Fore Paws
Summer Golf Tournament

Friend Sponsorship • \$150

1/4 page ad in Fur Ball program or 1 Putt Fore Paws tee sign

Advocate Sponsorship • \$300

1/3 page ad in Fur Ball program or Putt Fore Paws Longest Drive or Closest to the Pin sponsor
Name listed in the monthly e-newsletter issue preceding the event

Guardian Sponsorship • \$750

1/2 page ad in Fur Ball program or Putt Fore Paws Mulligan or Beverage Cart sponsor
Name listed in the monthly e-newsletter and quarterly print newsletter preceding event

Champion Sponsorship • \$1,500

Full page ad in Fur Ball program or Putt Fore Paws Golf Cart or Lunch sponsor
Small logo in monthly e-newsletter and quarterly print newsletter preceding event
2 complimentary tickets to the event
Name on website event page, social media event page, and event social media posts

Hero Sponsorship • \$2,500

Full page ad in Fur Ball program or Putt Fore Paws Registration or Buffet Award sponsor
Large logo in monthly e-newsletter and quarterly print newsletter preceding event
4 complimentary tickets to the event
Logo on website event page, social media event page, and event social media posts
Mention on radio PSA and at event podium

Patron Sponsorship • \$5,000

Hero Sponsorship level for both Fur Ball and Putt Fore Paws
Year-long display of logo on website, social media cover page, monthly e-newsletters and quarterly print newsletter, and a focused monthly social media post

Advertising Opportunities



Paw Prints

Quarterly Print Newsletter

Square ads in full color
2.5" w x 2.5" H

4 Issues • \$680

3 Issues • \$540

2 Issues • \$380

1 Issue • \$200



What's Happening at the UCSPCA

Monthly Digital E-Newsletter

Rectangular ads in full color
1,800xp or higher

12 Issues • \$600

3 Issues • \$165

1 Issue • \$60

Square ads in full color
1,800xp or higher

12 Issues • \$480

3 Issues • \$135

1 Issues • \$50

Ads will run in consecutive issues