



## 2016 Sponsorship Opportunities



***With YOUR support,  
we look forward to the day  
when all adoptable cats and dogs  
in our community have a home.***



### ***Who is Second Chance Pet Adoptions?***

- We are a 501(c)3 nonprofit organization, based in Raleigh, serve Wake County and its surrounding communities, and are the oldest no-kill animal rescue organization in the area.
- We are committed to the welfare of the animals in our care.
- We are devoted to matching the right cat and/or dog with the right people. Since our inception in 1987, we have placed over 10,000 dogs and cats into forever homes.
- We are dedicated to being good stewards of the precious financial resources placed in our trust and receive no government funding. Over 86% of every dollar raised goes to the animals.

### **OUR MISSION:**

To champion homeless cats and dogs who are healthy or treatable in the quest to find their forever home and engage with our community to promote responsible pet ownership, ultimately reducing future generations of homeless animals.

### **OUR VISION:**

We are committed to seeing the day when every adoptable dog and cat in our community has a home.

### **YOUR SUPPORT MAKES A DIFFERENCE!**



**We were pulled by Second Chance from local high-kill animal shelters, provided with medical care and love, and are happy now in our forever homes!**



6003 Chapel Hill Road, #133  
Raleigh, NC 27607

**[www.SecondChanceNC.org](http://www.SecondChanceNC.org)**

# The Second Chance Community is large and growing



Over 90,000 users visited  
[www.SecondChanceNC.org](http://www.SecondChanceNC.org) in 2015, up over  
10% from 2014

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Over 4,000 email addresses  
receive our monthly newsletter  
and event promotions

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> 5,000 Facebook friends

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Over 3,500 people come through the  
Adoption Center each year



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***Over 10,000 animals placed in their forever homes!***





## Event Sponsorship

### Racing for Rescues 5k

Sunday May 15, 2016  
Centennial Campus at NC State Univ.



This will be our 5<sup>th</sup> 5k run and 2k walk event and our first at Centennial Campus! The event includes two, separate timed 5k's. One for runners with dogs and one for just runners. There will also be a 2k walk. We are planning for over 300 participants who will also enjoy food trucks, a vendor village with local businesses, and much more!

Benefit	Event Sponsor Levels				
	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,000)	Mighty Mutt (\$500)	Humane Hero (\$250)
Logo or Name on event website	Logo	Logo	Logo	Logo	Name
Logo in newspaper ads	✓				
'Spotlight' recognition in our monthly newsletter	✓	✓			
'Spotlight' recognition in pre-event promotional email to SC network	✓	✓	✓		
Name or logo included in other pre-event promotion	Logo	Logo	Logo	Name	Name
At event, recognition during opening address	✓	✓			
At event, recognition on signs at high traffic locations	✓	✓	✓	✓	
Advertisement in event program	Full Page	½ Page	½ Page	¼ Page	¼ Page
Recognition in post-event email to SC network	✓	✓	✓	✓	
Recognition in post-event edition of our monthly newsletter, The Companion	✓	✓			
Complimentary registrations (including event t-shirt)	12	10	8	4	2
Promotional items in "doggy bags"	✓	✓	✓	✓	✓

To discuss sponsor opportunities, please contact:  
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 Ellen McKim at [ellen@secondchancenc.org](mailto:ellen@secondchancenc.org) or 919-280-0588

