



2021 Sponsorship Opportunities with Second Chance Pet Adoptions



***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?

OUR MISSION:

As the oldest no-kill rescue in the area, our mission is 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.

WHAT WE DO:

Our core programs are rescuing cats and dogs, transporting animals to our partner rescues, and treating adoptable dogs with heartworms so that they are cured of heartworm disease before finding forever families. Additionally, we play a proactive role in combating animal homelessness by spaying and neutering cats and dogs outside of our adoption program.

- Since our inception in 1987, we have saved over 15,000 homeless dogs and cats. In 2020:
 - we rescued 835 animals, all of whom were vaccinated, spayed/neutered, and microchipped before adoption. Of those, 117 dogs were rescued from local county shelters and driven to our partner rescues up north through our *Hearts to Home* program, as there are more people looking to adopt in northern states than there are adoptable animals, while shelters here remain overcrowded.
 - we spayed/neutered an additional 481 cats and dogs in the community to prevent kittens and puppies from being born into homelessness.

YOUR SPONSORSHIP MAKES A DIFFERENCE TO DOGS LIKE ADIRA!

As a nonprofit 501(c)(3) organization, we receive no government funding!



November 2018

In November 2018, we visited a local county shelter and met a dog who had been found on the side of the road after being hit by a car. Emaciated, dehydrated, and anemic, the vet said her body temperature was so low that it was “not consistent with life.” But this girl was hanging in there, desperate for our help. We named her Adira (meaning “strength”) and rushed her into surgery. She needed a feeding tube, blood transfusions, a tail amputation (due to necrotic tissue), a femoral head osteotomy (to repair a broken hip), and to be spayed. By June 2019, this sweet baby was a healthy weight, had a pain-free life, & was HOME!



June 2019

6003 Chapel Hill Road, Suite 133, Raleigh, NC 27607

Tax ID/EIN 56-1671883

www.SecondChanceNC.org

The Second Chance community is large and growing!



Over 205,000 users have visited our website in the last year.

Over 3,500 people visit/volunteer at Second Chance each year. Though we are closed due to COVID-19, we continue to see traffic due to volunteer shifts/adoption appointments.



Almost 8,000 people receive our weekly emails.

We have over 12,750 Facebook followers.



YOUR SPONSORSHIP MAKES A DIFFERENCE TO CATS LIKE NEWT!

As a nonprofit 501(c)(3) organization, we are solely supported by our community!



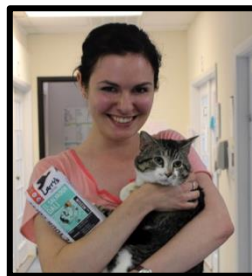
Newt on the day that we took her into our program.

Among the cows on a dairy farm roamed a baby black and white kitten. The frisky feline we came to know as Newt was anything but at the time—she was weak with an upper respiratory infection and the patches in her fur told the tale of poor nutrition. Were it not for our intervention, she might have perished on the farm. Instead, Newt was placed into a loving foster home, where she was given the food and medication she needed not only to survive, but to thrive. As her eyes and nose began to clear of mucus, Newt's wild side came out and she was strong enough to play like the raucous kitten she was! Our director adopted her!



Newt with her Second Chance brother, Finn.

Over 15,000 animals have been placed in their forever homes!





Virtual Event Sponsorship

FURtual 2021 Racing for Rescues 5K Race/Fun Walk

April 30 – May 9, 2021

To keep our supporters, volunteers, and staff safe from the spread of COVID-19, our second-largest fundraiser of the year is going virtual (again)! After a successful virtual (or FURtual) event in 2020 with just under 500 participants, we know we can count on the Second Chance family to register, fundraise, and participate from home.

Event Sponsor Levels

Benefit	Top Dog (\$6,500)	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,000)	Mighty Muttt (\$500)
Logo or name on event website	Logo	Logo	Logo	Logo	Name
Recognition in 6 pre-event promotional emails to the Second Chance network	Logo, extra-large	Logo, Large	Logo, medium	Logo, small	Name
Recognition in one post-event email to Second Chance network	Logo, extra-large	Logo, Large	Logo, medium	Logo, small	Name
Logo on event t-shirt (must be submitted by April 5)	Top tier, extra-large	Second tier, large	Third tier, medium	Fourth tier, small	Fifth tier, small
Tagged in Facebook event page Description section	✓	✓	✓	✓	✓
Complimentary registrations (including event t-shirts)	10	8	6	4	2
Additional free event t-shirts	5	3	1		
Logo in News & Observer event ad (must be submitted by March 15)	✓	✓	✓	*Silver Paw only	
One promotional social media post tagging your business/thanking your business for sponsoring	✓	✓	✓		
Verbally thanked in event kick-off video	✓	✓			
Recognition in post-event impact video	Logo, individual slide	Logo, individual slide	Logo, shared slide	Logo, shared slide	Name, shared slide

*This benefit is granted to Silver Paw corporate sponsors only. Ask us about our year-round corporate sponsorships to receive this benefit! Contact Rachel Cronmiller, Development and Communications Manager, at rachel@secondchancenc.org or 337-580-4559.

