



# 2021 - 2022 Sponsorship Opportunities with Second Chance Pet Adoptions



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## 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 homes 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 saves cats like Mahi Mahi! As a nonprofit organization, we receive no government funding!

Second Chance was contacted in July 2020 about a 6-year-old Siamese cat who'd been living on a farm; the property owner noticed that Mahi Mahi looked absolutely awful. Having no idea whether he was friendly towards humans or not, she set a trap in case he was feral, and he turned out to be a very sweet kitty. Mahi had wounds, scabs, and hair loss from fighting and from a fungal infection; he had an upper respiratory infection and ear and eye infections; there was scarring on his left eye and an ulcerative lesion in his mouth; and he tested positive for FIV, chlamydia, calicivirus, and Bordetella. The farm owner actually contacted around 50 rescues before reaching us, and none would take him because he was FIV+. We brought him into our program, and a volunteer who takes care of our kitties, Lauren, fell in love with Mahi Mahi and made him part of her family for the rest of his life!



# The Second Chance community is large and growing!



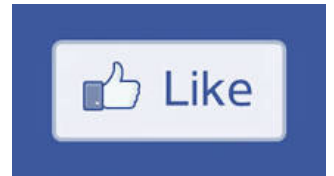
Over 205,000 users have visited our website in the last year.

Over 3,500 people visit/volunteer at Second Chance's adoption center each year.



Almost 8,000 people receive our weekly emails.

We have over 13,500 Facebook followers.



With your sponsorship, our staff and volunteers can rescue more dogs like Chick Pea!

In Dec. 2020, a rural county shelter called us about a dog in need of urgent medical care. The shelter was closing in just 15 minutes, and if no rescue organization stepped up by then, the staff would have to euthanize the dog. Once we agreed, shelter staff met us at a vet hospital, where we covered the cost of medical care. Chick Pea had a broken tibia protruding through her skin, and it had been that way for some time. Her fur was so long and matted, it hid additional infected wounds throughout her body. She had heartworm disease, Lyme disease, and Ehrlichiosis, and though she was around 6 years old, she'd not yet been spayed or microchipped. Over the course of four months, this petite girl prevailed through an amputation of her back left leg, all the tubes and sutures that helped her beat infection, and a dozen medications that ran the gamut from restoring nutrition to eradicating fatal heartworm disease. In April, she was officially adopted by her foster, Suelly!



# Year-Term Sponsorship Opportunities

As a year-long sponsor, you'll provide critical funds to support the homeless dogs and cats in our community. Your support will be recognized throughout the year, across our major events, through our Heeling Hearts program.

Homeless animals are waiting for the second chances they deserve; your sponsorship will change their lives!

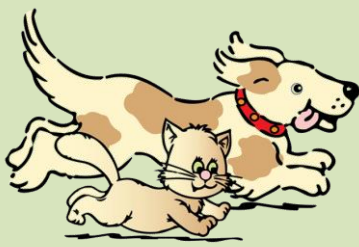


## Year-Term Sponsor Levels

Benefit	Diamond Paw (\$20,000)	Platinum Paw (\$15,000)	Gold Paw (\$10,000)	Silver Paw (\$5,000)	Bronze Paw (\$2,500)
<i>Racing For Rescues</i> sponsor level (p. 5)	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Faithful Friend
<i>Evening of Pawsibilities</i> sponsor level (p. 6)	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Faithful Friend
<i>Heeling Hearts</i> sponsor level (p. 7)	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Mighty Mutt
Website recognition on main landing page	✓	✓	✓	✓	✓
Recognition on Sponsor Board at Second Chance's adoption center	✓	✓	✓	✓	✓
Exclusive space for brochures, business cards, coupons, etc. in adoption center lobby	✓	✓	✓	✓	
News release on Second Chance website	✓	✓	✓		
Logo placement in emails sent via distribution list	12 per year, extra-large	9 per year, large	6 per year, medium	3 per year, small	
Recognition in annual sponsor appreciation ad in News & Observer (December)	Logo	Logo	Logo	Name	
Plaque for display in your business	✓	✓			

To set up your sponsorship, please contact Second Chance's Senior Manager of Development and Communications, Rachel Cronmiller, at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.





# Racing for Rescues

## Event Sponsorship

*Racing for Rescues*

5K Race/Fun Walk

May 1, 2022

Dorothea Dix Park



Hundreds of walkers and runners—and their dogs—participate in our annual 5K race/fun walk, *Racing for Rescues*. All participants receive a t-shirt with sponsor logos on the back, and as they wait for the races and walk to begin, they mill about a vendor village, where sponsors are able to set up booths. A raffle and adoptable dogs complete the event!

### Racing for Rescues Sponsor Levels

Benefit	Top Dog (\$6,500)	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,000)	Mighty Mutt (\$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	Top tier, extra-large	Second tier, large	Third tier, medium	Fourth tier, small	Fifth tier, small
Listed 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	✓	✓	✓	*Silver Paw only	
One promotional social media post tagging your business/thanking your business for sponsoring	✓	✓	✓		
Complimentary 10' x 10' booth space at the event	✓	✓	✓	✓	✓
Verbally thanked during event kick-off	✓	✓			
Promotional items in participants' "doggy bags"	✓	✓	✓	✓	✓

There may be opportunities for exclusive sponsorships associated with this event (for example, a raffle prize sponsor)! To inquire, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.

THE ANNUAL  
SECOND CHANCE PET ADOPTIONS

# Evening of Pawsibilities

## Event Sponsorship

### The Evening of Pawsibilities

#### Gala and Auction

September 18, 2021

Embassy Suites — Cary  
with live stream for at-home  
and out-of-town participants



Our largest fundraiser of the year, a gala featuring silent and live auctions with mobile bidding, is attended both in-person and online by hundreds of bidders and buyers. Our on-site guests enjoy a decadent dinner and desserts, a Wine Pull, a free and fun photo booth, visits from special furry guests, and more, while our at-home and out-of-town registrants get in on the action through our live stream.

### Evening of Pawsibilities Sponsor Levels

Benefit	Top Dog (\$6,500)	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,000)
Logo or name recognition on event website	Logo	Logo	Logo	Name unless Silver Paw* (small logo)
Logo in News & Observer event ad	✓	✓		
Recognition in 6 pre-event promotional emails and 1 post-event email to the Second Chance network	Logo, large	Logo, medium	Logo, small	Name unless Silver Paw* (small logo)
Guest accommodations (see below) for party of:	10 people	8 people	4 people	2 people
In-person guests: entry tickets, reserved seating (tables* for Top Dog & Grand Champion), and meals	Sponsors may opt for all guests to be accommodated in-person, for all guests to be accommodated at home, or for a mix of both in-person and live-stream accommodations. Tables will be reserved for Top Dog and Grand Champion sponsors seating 6 or more people in-person; sponsors with 5 or fewer in-person guests will have seats reserved together, but at a table shared by other guests.			
Live-stream guests: live stream access and gift boxes to be enjoyed at home				
Advertisement in event program	Full page	¼ page	½ page	¼ page
Logo recognition on big screen in room/on live stream	✓	✓	✓	✓
At event, logo recognition on sign in venue	✓	✓	✓	✓
Recognition during opening address in room/on stream	✓	✓		
Recognition in feature video played in room/on stream	✓	✓		
Selection of raffle winner(s) on stage in room/on stream	✓			

There are additional exclusive sponsorships for this event! To inquire, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.



# Program Sponsorship

*Healing Hearts*  
for heartworm-positive dogs in  
our local adoption program



Second Chance proudly debuted a new program in 2018, *Healing Hearts*. North Carolina ranks #7 among states with the largest population of heartworm-positive dogs. Transferred through mosquitoes, heartworms infect the hearts and lungs of dogs; a persistent infection is often fatal. While treatment is incredibly effective, it is expensive; rescues and adopters alike overlook dogs with heartworms due to the cost of treatment, so these dogs sit in shelters longer and are often among the first euthanized when a shelter needs to create more space for other animals. Because it's our mission to rescue healthy *and* treatable animals, we're able to treat these dogs at a deeply discounted rate by partnering with local vets, while their adoption fee remains the same as any other dog's fee in our program!

## Healing Hearts Sponsor Levels

Benefit	Top Dog (\$5,000)	Grand Champion (\$2,500)	Leader of the Pack (\$1,000)	Faithful Friend (\$500)	Mighty Muttt (\$250)
Recognition on program webpage	Logo	Logo	Logo	Name unless Silver Paw* (logo)	Name
Recognition on Sponsor Board at adoption center	Logo	Logo	Logo	Name unless Silver Paw* (logo)	Name
Recognition in emails sent via distribution list	Logo, 6 per year, extra-large	Logo, 6 per year, large	Logo, 6 per year, medium	Logo, 3 per year, small	Name, 3 per year
Complimentary 10' x 10' booth at <i>Racing for Rescues 2022</i>	✓	✓	✓	✓	✓
Recognition in distinct section of the <i>Evening of Pawsibilities 2021</i> event program	Logo, extra-large	Logo, large	Logo, medium	Logo, small	Name
Exclusive brochures, business cards, coupons, etc. in adoption center lobby	✓	✓	✓	✓	
Name a dog in the program (submit 6 names from which we will select at intake); dog and your sponsorship featured in a Facebook post and an email to distribution list	✓				

Ready to become a sponsor? Contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559!