



2023 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.

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/neutering cats and dogs outside of our adoption program. Lastly, we collaborate with nearby rescues/shelters to help with free/low-cost rabies/food pantry events.

Since our inception in 1987, we have helped over 17,000 homeless dogs and cats, including **over 1,550 in 2022**:

- In 2022, we rescued **867 cats and dogs** from shelters, the streets, and owners who could no longer provide adequate care for their pets.
- We ensure every animal in our care is spayed/neutered before they are adopted, but we also provide monetary support for feral (unowned) cats and for pets of low-income guardians to be spayed/neutered as well, all in the name of ending the cycle of animal homelessness. **In 2022, we paid for 748 of these surgeries.**

These animals would not have gotten the help they needed were it not for our supporters, especially our sponsors!



Your sponsorship saves cats like Poe! As a nonprofit organization, we receive no government funding!

Last fall, a kind soul named Joseph got home from work, started to pull into his driveway... and found two kittens sitting there. Noting that one looked lethargic, he brought both into his home and kept them for the weekend. Early the next week, he brought them to us, hoping we could help. Thanks to our sponsors, we were able to take both in and evaluate their medical needs. The tabby, who we named Poe, was certainly the worse-off of the pair. His ears were gunky, his eyes were full of pus, and he was way too skinny, weighing in at under 2 pounds—half of what he should have weighed. Poe moved into foster care, where he benefited not only from medication, but also from nutritious food. We were thrilled to see his trans-fur-mation just two weeks later when he visited the adoption center—that day, Poe surpassed 3 pounds on the scale (and his eyes looked great)! He's now happily home.

The Second Chance community is large and growing!



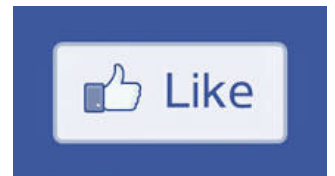
Over 130,000 users visit our website each year.

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



Over 7,000 people receive our weekly emails.

We have over 15,000 Facebook followers.



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

This 1-year-old mutt was found wandering as a stray. He had no microchip, wasn't neutered, and aside from the dog he was roaming with, had no one to call a friend. Roy was actively bleeding when he was found. While no one knows for certain if Roy had been hit by a car, all signs (like road rash on his legs) pointed to it—including his broken jaw. His mandible was misaligned and his x-ray revealed a significant fracture. As a dog on the move, with no reliable source of food, and likely significant pain when eating, Roy was underweight at 30 pounds, his bones visible through his fur. He needed access to nutritious food, surgery to put his bones back together, and medication to manage his pain, not to mention vaccinations, a microchip, and to be neutered. We scheduled him for oral surgery, through which his jaw was repaired with a plate and screws... to the tune of \$3,828.98! Our generous sponsors truly gave Roy his second chance, and he's since been adopted!



Year-Term Sponsorship Opportunities

As a year-term sponsor, you'll provide critical funds to support our efforts for 1 year. Your support will be recognized throughout the year, across our major events, and through our heartworm, transport, and spay/neuter programs.



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> (p. 5) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Mighty Mutt
<i>Evening of Pawsibilities</i> (p. 6) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Pawtner in Rescue
<i>Healing Hearts</i> (p. 7) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Mighty Mutt	Great Heart
<i>Hearts to Home</i> (p. 8) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Mighty Mutt	Traveling Companion
<i>Snip It</i> (p. 9) sponsor level	Perfect Pawtner	Grand Champion	Community Captain	Trap Chap	Snappy Snipper
Logo on our website's home page with embedded link to business website	✓	✓	✓	✓	✓
Logo on sponsor board at adoption center	✓	✓	✓	✓	✓
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
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 or 337-580-4559.



Event Sponsorship

Racing for Rescues

5K Race/Fun Walk
May 7, 2023

C.M. Herndon Park



Racing for Rescues

Between 400 and 500 walkers and runners—and their dogs—participate in our annual 5K race/fun walk, *Racing for Rescues*. Participants receive t-shirts 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! The 2023 hybrid format exposes remote/virtual participants to sponsors' recognition as well!

Racing for Rescues Sponsor Levels

Benefit	Top Dog (\$5,000)	Grand Champion (\$2,500)	Leader of the Pack (\$2,000)	Splash Zone* (\$1,500)	Faithful Friend (\$1,000)
Logo or name on event webpage with embedded link to business website	Logo	Logo	Logo	Logo	Logo
Recognition in 6 pre-event promotional emails and 1 post-event email to the Second Chance network	Logo, extra large	Logo, large	Logo, medium	Logo, small	Logo, small
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	4
Additional free event t-shirts	5	4	3	2	2
Signage (created by Second Chance) with logo at each on-course water stop near dog pools. Branded tent &/or tablecloth (sponsor to provide) at finish line dog pools.				✓	
Logo in News & Observer ad promoting event	✓	✓	✓	✓	Year-Term Sponsors only
Complimentary 10' x 10' booth space at the event	✓	✓	✓	✓	✓
Access to placing promotional items in participants' "doggy bags" (given with t-shirts)	✓	✓	✓	✓	✓
Verbally thanked during event kick-off	✓	✓	Year-Term Sponsors only		

*Limited to two sponsors per year. Contact Second Chance's Senior Manager of Development and Communications, Rachel Cronmiller, at rachel@secondchancenc.org or 337-580-4559, to claim one of these limited spots.



THE ANNUAL
SECOND CHANCE PET ADOPTIONS

*Evening of
Pawsibilities*

Event Sponsorship

The Evening of Pawsibilities

Gala and Auction

September 23, 2023

Embassy Suites — Cary



Our largest fundraiser of the year, a gala featuring silent and live auctions with mobile bidding, is attended both in-person (250 guests) and online (access to bidding remains and is utilized by around 250 bidders). Our on-site guests enjoy a decadent dinner and desserts, Wine and Coffee Pulls, a free and fun photo booth, visits from special furry guests, and more, while our at-home and out-of-town registrants can watch our Director's featured video through a live stream.

Evening of Pawsibilities Sponsor Levels

Benefit	Top Dog (\$6,500)	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,500)	Pawtner in Rescue (\$1,000)
Logo or name recognition on event webpage with embedded link to business website	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition in 6 pre-event promotional emails and 1 post-event email to the Second Chance network	Logo, extra large	Logo, large	Logo, medium	Logo, small	Name
Guest accommodations (see below) for party of:	10 people	8 people	6 people	4 people	2 people
In-person guests: entry and drink tickets, reserved seating (tables for Top Dog/Grand Champion) At-home guests: bidding access, live stream access when applicable, gift boxes to enjoy at home	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 at-home accommodations. Tables will be reserved for Top Dog and Grand Champion sponsors seating 6 or more people in-person; sponsors (any tier) with 5 or fewer in-person guests will have seats reserved together, but may be placed at a table shared by other guests.				
Advertisement in event program	Full page	3/4 page	1/2 page	1/3 page	1/4 page
Logo recognition in Senior Director's featured video	✓	✓	✓	✓	✓
At event, logo recognition on sign in venue	✓	✓	✓	✓	✓
Recognition during opening address	✓	✓	Year-Term Sponsors only		
Selection of raffle winner(s) on stage	✓				

There are additional exclusive sponsorships available for this event! To inquire, contact Rachel Cronmiller at rachel@secondchancenc.org or 337-580-4559.





Program Sponsorship

Heeling Hearts

for heartworm-positive dogs in our local adoption program



Second Chance proudly debuted a new program in late 2017, *Heeling 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!

Heeling Hearts Sponsor Levels

Benefit	Top Dog (\$2,500)	Grand Champion (\$2,000)	Leader of the Pack (\$1,500)	Mighty Mutt (\$1,000)	Great Heart (\$500)
Recognition on program webpage with embedded link to business website	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 email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Complimentary 10' x 10' booth at <i>Racing for Rescues</i>	✓	✓	✓	✓	✓
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Name a dog in the program (submit 6 names from which we will select at intake); dog's story and your sponsorship featured in a Facebook post, in News post on our website, and in one email blast	✓	✓			

Are you ready to cure heartworm-positive dogs of this fatal disease by becoming a sponsor? Contact Rachel Cronmiller at rachel@secondchancenc.org or 337-580-4559 today!



Program Sponsorship

Hearts to Home

Animal Transport Program



In late 2017, Second Chance gained a volunteer coordinator for a new program: *Hearts to Home* animal transport. While shelters in southern states like NC are overcrowded, shelters and rescues up north have adopters waiting for adoptable animals. Animal transport—rescuing dogs on euthanasia lists in local shelters and bringing them to much emptier shelters/rescues in northern states—is an important and effective strategy to reduce overpopulation in our area while sending adoptable animals to areas where the supply does not meet the demand. We partner with a dozen or so no-kill shelters and rescues in northern states to save at-risk dogs from local shelters and drive them up north. Most of these dogs are adopted within days or weeks (much faster than they would be adopted in NC)!

Hearts to Home Sponsor Levels

Benefit	Top Dog (\$2,500)	Grand Champion (\$2,000)	Leader of the Pack (\$1,500)	Mighty Mutt (\$1,000)	Traveling Companion (\$500)
Recognition on program webpage with embedded link to business website	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 email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Complimentary 10' x 10' booth at <i>Racing for Rescues</i>	✓	✓	✓	✓	✓
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Receive publicity for the sponsorship of one transport dog with an exceptional story and/or atypical needs; dog's story and your sponsorship featured in a Facebook post, in News post on our website, and in one email blast	✓	✓			

Save more at-risk dogs by sponsoring our transport program! To get set up, contact Rachel Cronmiller at rachel@secondchancenc.org or 337-580-4559!



Program Sponsorship

Snip It

Spay/Neuter Initiative Program



According to nationally-renowned Best Friends Animal Society, NC ranks as the 3rd-highest state in euthanizing shelter animals. Cats are especially at risk, as the vast majority of animals in shelters are cats, and feral (unadoptable) cats who enter shelters rarely ever make it out of shelters. Year-round, but especially in “kitten season,” local rescues and shelters are overwhelmed with kittens, and many more cats and kittens are turned away when shelters/rescues are full, forcing them to suffer illnesses/injuries and brave the elements alone outside. To reduce the number of kittens and puppies born into homelessness by the literal thousands each year, Second Chance funds various other nonprofits’/shelters’ programs through which pet guardians can have their own cats and dogs, or feral cats, spayed/neutered for free or at a steep discount.

Snip It Sponsor Levels

Benefit	Perfect Pawtner (\$2,500)	Grand Champion (\$2,000)	Community Captain (\$1,500)	Trap Chap (\$1,000)	Snappy Snipper (\$500)
Logo or name on program webpage with embedded link to business website	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 email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Receive publicity for the sponsorship of the spay/neuter surgery for one cat with an exceptional story and/or atypical needs (many cats we fund are also in need of additional vet care for an illness injury, which we cover); cat’s story and your sponsorship featured in a Facebook post, in News post on our website, & in an email blast	✓	✓			

Fight the good fight against animal homeless with proactive spaying/neutering: to sponsor these surgeries, contact Rachel Cronmiller at rachel@secondchancenc.org or 337-580-4559!