



Event Sponsorship Opportunities 2023





509 Centennial Blvd.
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856-424-2288
www.awanj.org

When you become a sponsor of AWA, you are a partner that creates a positive impact in our community. With your company as a champion of AWA, your corporate brand reaches the broad audience of our loyal supporters and signifies your commitment to the needs of our pets, our community, and allows our followers to gain exposure to your company and your commitment to our lifesaving organization.

- AWA has 270,000 social media followers
- AWA's Facebook reached 2.2 million users last year in total
- Our website averaged over 100,000 page views and 40,000 sessions a month
- Average of 24,000 new users a month visiting our website

As a corporate partner to AWA, through your support we are able to continue our mission to eliminate animal suffering, promoting the importance of the human-animal bond and improving the role of animals in the well-being of people.

- Transforming the lives of even more homeless pets with a goal to double our adoptions
- Expand vital existing programs like our Pet Food Pantry to assist pet owners in need within your local community
- Increasing our support to the pets of Camden by doubling our Vets on Wheels vaccine clinics
- Continue to develop new education programs with added goal to expand these programs to more schools
- AWA was able to add two new Pet Clinic veterinarians, which allows for expanded services that provide community pet owners high-quality care at a lower price through our vaccine clinics, spay/neuter services and wellness visits

We are thankful to all our corporate sponsors and look forward to your company joining us in partnership as we continue to grow our essential programs that are so meaningful to our community.



Event Sponsorship Opportunities 2023

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We are also happy to partner with businesses for In-Kind sponsorships for events; including free or discounted services, materials, or equipment. Please reach out if you have an idea to help with an event.



25 Years of Helping Animals
PAWS & FEET
5K Run/Walk & Doggie Fun Day



May 6, 2023

Voorhees Town Center

Paws & Feet, AWA's largest fundraiser, is a fun-filled day for families and their furry friends. This year we will celebrate two special milestones; our 25th annual Paws & Feet and kick off AWA's 75th anniversary year. Start the day with a 5K Run/Walk or Rescue Ramble and stay for a day filled with shopping, games, entertainment, food trucks, and more!

Sponsorship Opportunities Available:

Presenting Sponsor – \$5,000 – One Available

- Event Naming Opportunity
- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Feet
- Logo on on-site signage & in program
- Logo on AWA website
- Logo on Paws & Feet T-Shirt
- Company focused email blast and social media post

Platinum Paw Sponsor – \$2,500

- Zone Naming Opportunity: Dog Zone, Kid Zone, Marketplace, 5K Run/Walk Bib, Rescue Ramble, Photo Booth, Tasting Tent (**RESERVED**)
- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Feet
- Logo on on-site signage & in program
- Logo on AWA website
- Logo on Paws & Feet T-Shirt
- Company focused social media post

Gold Paw Sponsor - \$1,500

- Area Naming Opportunity: Bounce House, Demo Ring, 5K Hydration Station, Staff T-Shirt, Runner Recovery, Pooch Pool Party
- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Feet
- Logo on on-site signage & in program
- Logo on AWA website
- Logo on Paws & Feet T-Shirt

Silver Paw Sponsor - \$750

- On-site promotional space
- Company acknowledgement on all printed and digital materials promoting Paws & Feet
- Company acknowledgement on on-site signage & in program
- Company acknowledgement on AWA website
- Company acknowledgement on Paws & Feet T-Shirt



Drag Show Fundraiser

March 25, 2023

Collingswood Grand Ballroom

Featuring the Queens of Drag Queen Entertainment

Guests will enjoy dinner and a night of fabulous performances by the queens of Drag Queen Entertainment in the beautiful Collingswood Grand Ballroom.

Sponsorship Opportunities Available:

Presenting Sponsor - \$5,000 - One Available – *RESERVED*

- Event Naming Opportunity
- On-site promotional space
- Logo on all printed and digital materials promoting Drag Queen Show
- Logo on on-site signage & in program
- Logo on AWA website
- 6 complimentary tickets, and 10% discount on additional tickets

Platinum Paw Sponsor - \$2,500

- On-site promotional space
- Logo on all printed and digital materials promoting Drag Queen Show
- Logo on on-site signage & in program
- Logo on AWA website
- 4 complimentary tickets, and 10% discount on additional tickets

Gold Paw Sponsor - \$1,500

- On-site promotional space
- Logo on all printed and digital materials promoting Drag Queen Show
- Logo on on-site signage & in program
- Logo on AWA website
- 2 complimentary tickets, and 10% discount on additional tickets

Silver Paw Sponsor - \$750

- On-site promotional space
- Company acknowledgement on all printed and digital materials promoting Drag Queen Show
- Company acknowledgement on on-site signage & in program
- Company acknowledgement on AWA website
- 10% discount on tickets



November 2023

Featuring Murder Mystery to Go

Guests enjoy dinner and a “Who Done it?” The actors from Murder Mystery to Go bring a cast of fun characters to life while involving guests in the mystery throughout the evening.

Sponsorship Opportunities Available:

Presenting Sponsor - \$5,000 - One Available

- Event Naming Opportunity
- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Claws Murder Mystery Night
- Logo on on-site signage & in program
- Logo on AWA website
- 6 complimentary tickets, and 10% discount on additional tickets

Platinum Paw Sponsor - \$2,500

- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Claws Murder Mystery Night
- Logo on on-site signage & in program
- Logo on AWA website
- 4 complimentary tickets, and 10% discount on additional tickets

Gold Paw Sponsor - \$1,500

- On-site promotional space
- Logo on all printed and digital materials promoting Paws & Claws Murder Mystery Night
- Logo on on-site signage & in program
- Logo on AWA website
- 2 complimentary tickets, and 10% discount on additional tickets

Silver Paw Sponsor - \$750

- On-site promotional space
- Company acknowledgement on all printed and digital materials promoting Paws & Claws Murder Mystery Night
- Company acknowledgement on on-site signage & in program
- Company acknowledgement on AWA website
- 10% discount on additional tickets



February 2024

Game on for our inaugural Pickleball tournament!

Sponsorship Opportunities Available:

Presenting Sponsor - \$5,000 - One Available

- Event Naming Opportunity
- Court sponsorship with signage
- On-site promotional space
- Logo on all printed and digital materials promoting Pickleball for Paws
- Logo on AWA website
- Promotional bag insert

Platinum Paw Sponsor - \$2,500

- Court sponsorship with signage
- On-site promotional space
- Logo on all printed and digital materials promoting Pickleball for Paws
- Logo on AWA website
- Promotional bag insert

Gold Paw Sponsor - \$1,500

- On-site promotional space
- Logo on on-site signage
- Logo on all printed and digital materials promoting Pickleball for Paws
- Logo on AWA website
- Promotional bag insert

Silver Paw Sponsor - \$750

- On-site promotional space
- Company acknowledgement on on-site signage
- Company acknowledgement on all printed and digital materials promoting Pickleball for Paws
- Company acknowledgement on AWA website
- Promotional bag insert



June 2023

AWA Campus

Cocktails, Craft brews, and Cornhole!!! Relax after work with dinner from a selection of food trucks and a drink while listening to our musical guests! Need a little more action? Grab some friends and enter our first ever Cornhole tournament; friendly & fun! Kiddos and furry friends are welcome too!

Sponsorship Opportunities Available:

Presenting Sponsor - \$2,500 - One Available - *RESERVED*

- Event Naming Opportunity
- Hole sponsorship with signage
- On-site promotional space
- Logo on AWA website
- Logo on all printed and digital materials promoting Barking Lot Sips & Brews

Gold Paw Sponsor - \$1,500

- On-site signage
- Hole sponsorship with signage
- On-site promotional space
- Logo on AWA website
- Logo on all printed and digital materials promoting Barking Lot Sips & Brews

Silver Paw Sponsor - \$750

- On-site signage
- Hole sponsorship with signage
- On-site promotional space
- Company acknowledgement on AWA website
- Company acknowledgement on all printed and digital materials promoting Barking Lot Sips & Brews

Add an additional Hole to any sponsorship level for \$500 (if available.)



August 2023

Pleasant Valley Miniature Golf

Enjoy the day at Pleasant Valley Mini Golf, a well-known South Jersey community staple! Bring the family or a group of friends for 18 holes of fun!

Sponsorship Opportunities Available:

Presenting Sponsor - \$2,500 - One Available - *RESERVED*

- Event Naming Opportunity
- Hole sponsorship with signage
- On-site promotional space
- Logo on all printed and digital materials promoting Putt for Pets
- Logo on AWA website
- Promotional bag insert
- 20 complimentary tickets, and 10% discount on additional tickets

Gold Paw Sponsor - \$1,500

- Hole sponsorship with signage
- On-site promotional space
- Logo on all printed and digital materials promoting Putt for Pets
- Logo on AWA website
- Promotional bag insert
- 10 complimentary tickets, and 10% discount on additional tickets

Silver Paw Sponsor - \$750

- Hole sponsorship with signage
- On-site promotional space
- Company acknowledgement all printed and digital materials promoting Putt for Pets
- Company acknowledgement on AWA website
- Promotional bag insert
- 4 complimentary tickets, and 10% discount on additional tickets

Add an additional Hole to any sponsorship level for \$500 (if available.)



HOWL-O-WEEN

TRUNK OR TREAT

October 22, 2023

AWA Campus

Have a howling, good time with the entire family including your furry friends! Treats, games, and more!

Sponsorship Opportunities Available:

Presenting Sponsor - \$2,500 - One Available

- Event Naming Opportunity
- On-site signage
- On-site promotional space or decorated trunk
- Logo on AWA website
- Logo on all printed and digital materials promoting Howl-O-Ween Trunk or Treat

Gold Paw Sponsor - \$1,500

- Area Naming Opportunity: Pumpkin Decorating, Not Too Spooky Scavenger Hunt, Pumpkin Bounce, Shelter Candy Station (multiple available)
- On-site signage
- On-site promotional space or decorated trunk
- Logo on AWA website
- Logo on all printed and digital materials promoting Howl-O-Ween Trunk or Treat

Silver Paw Sponsor - \$750

- On-site signage
- On-site promotional space or decorated trunk
- Company acknowledgement on AWA website
- Company acknowledgement on all printed and digital materials promoting Howl-O-Ween Trunk or Treat

Pawliday Winter Wonderland



December 2, 2023

AWA Campus

Guests will join us for holiday shopping and fun! Vendors, food trucks, Santa Photos, and more!

Sponsorship Opportunities Available:

Presenting Sponsor - \$2,500 - One Available

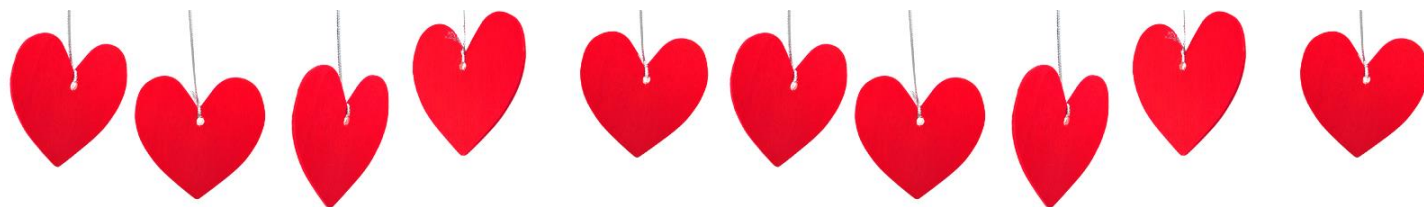
- Event Naming Opportunity
- On-site signage
- On-site promotional space
- Logo on AWA website
- Logo on all printed and digital materials promoting Pawliday Winter Wonderland

Gold Paw Sponsor - \$1,500

- Area Naming Opportunity: Santa Photos, S'Mores Station, Bounce House, Ornament Making, Winter Wonderland Stage
- On-site signage
- On-site promotional space
- Logo on AWA website
- Logo on all printed and digital materials promoting Pawliday Winter Wonderland

Silver Paw Sponsor - \$750

- On-site signage
- On-site promotional space
- Company acknowledgement on AWA website
- Company acknowledgement on all printed and digital materials promoting Pawliday Winter Wonderland



VALENTINE'S PET PHOTOS

February 5, 2023

AWA Community Room

Pets and their people have pictures taken by our photographer. For a donation they can select to have a digital print emailed or a printed photo mailed.

All Sponsorships Include:

- On-site promotional space
- Company acknowledgement on all printed and digital materials promoting Valentine Pet Photos
- On-site signage
- Company acknowledgement on AWA website

Sponsorship cost: \$500





If you are looking for further opportunities to engage the community without doing a full sponsorship for a particular event the following opportunities can be added to any sponsorship.

Promotional Space at the following AWA events - \$100

- Paws & Feet 5K Run/Walk and Doggie Fun Day
- Barking Lot Sips & Brews
- Putt for Pets
- Hall-O-Ween Trunk or Treat (Can decorate a trunk instead of a promotional space.)
- Pawliday Winter Wonderland

Ad in Paws & Feet Event Program

This program will be available to all attendees at Paws & Feet in both print and digital format.

¼ Page – 5x2in horizontal or 2.5x4in vertical - \$75

½ Page – 5x4in - \$90

Full Page – 5x8in - \$100

Inside Front Cover – 5x8in - \$150

Inside Back Cover – 5x8in - \$150

Outside Back Cover – 5x8in - \$175

Completed ads should be sent to design@awanj.org in either jpg or png format by April 14th.

Digital Media Sponsorship



Tailored for smaller businesses looking to make an impact in the lives of shelter animals our Digital Media Sponsorships have opportunities for every budget.

- National Awareness Month - **\$1,250**
 - Includes:
 - Educational/Promotional “Newsletter”
 - Prepared by AWA
 - One side educational topic for the month and one side promotional piece for sponsor
 - Digital copy linked on AWA website and available to sponsor to share/post
 - Hard copy placed in AWA adoption bags
 - Logo AWA website
 - 5 Targeted, boosted social media posts
 - Eblast to AWA contact list
 - Available Opportunities:
 - January – National Train Your Dog Month
 - February – Spay/Neuter Awareness Month (aka Beat the Heat)
 - March – Pet Poison Prevention Awareness Month
 - April – Heartworm Awareness Month
 - May – Chip Your Pet Month
 - June – Adopt A Shelter Cat Month
 - July – National Lost Pet Prevention Month
 - August – Immunization Awareness Month
 - September – Happy Healthy Cat Month
 - October – Pit Bull Awareness Month – **RESERVED**
 - November – Adopt a Senior Pet Month
- National Awareness Week - **\$500**
 - Available Opportunities
 - National Dog Bite Prevention Week – April 6-10
 - Pet Appreciation Week – June 1-7
 - National Dog Week – September 20-26
 - Animal Welfare Week – October 1-6
 - National Animal Shelter and Rescue Appreciation Week – November 2-6
 - Includes:
 - Company acknowledgement on AWA website
 - Targeted, boosted social media post
 - Included in AWA weekly Eblast
- National Awareness Day - **\$250**
 - Available Opportunities
 - World Spay Day – February 28th
 - Dog Therapy Appreciation Day – April 11th
 - Adopt a Shelter Pet Day – April 30th
 - Cat World Domination Day – June 24th
 - DOGust Universal Birthday for Shelter Dogs – August 1st
 - National Dog Walker Appreciation Day – September 8th
 - World Rabies Day – September 28th
 - Includes:
 - Company acknowledgement on AWA website
 - Targeted, boosted social media post



Parking Lot Signage Program



Phase One

For businesses who are committed to the AWA mission of eliminating animal suffering and promoting the importance of the human-animal bond, AWA has a special program for you. Parking signs are a great way for businesses to show support for AWA. Phase One includes the 15 signs along the driveway side of the Adoption & Education Center. These signs will be seen by potential adopters, clinic clients, individuals attending classes & events, AWA volunteers and more!

Signage Opportunities Available:

Lifetime of Sign (minimum 15 years) - **\$5,000**

3 years - **\$1,000**

2 years - **\$750**

Signs can include company logo and or text.





All Animal Welfare Association sponsors and partners are invited to participate in our second annual Deck the Paws Tree Trimming Contest

- Tree Trimming hours will be November 13th-19th from 9:00am-12:00pm
- Participating sponsors and partners will be responsible for providing their own tree (artificial only) and decorations.
- Beginning November 27th visitors to AWA, staff, and volunteers will be able to vote for their favorite tree.
- The winner will be announced on our social media platforms on December 15th.
- This is a unique way for our sponsors & partners to promote their brands and can be a fun team-building activity.
- If you would like to participate please contact Meggin Olivo, Event Manager, at meggino@awanj.org by November 1st.



Ready to sponsor?

When you are ready to take the next steps to sponsor please contact Meggin Olivo, AWA Event Manager, by phone or email to begin the process. All event sponsorships are available on a first come, first serve basis. Thank you for your support of Animal Welfare Association.

Sponsorship Status:

Available

Reserved – sponsor has made verbal commitment

Committed – sponsor has received Proposal and completed Commitment Form

Paid

Status will be updated in the Sponsorship Deck and AWA website

AWA Contact List

Meggin Olivo
Event Manager
meggin@awanj.org
856-424-2288 x113

Sue Beck
Development Manager
sueb@awanj.org
856-424-2288 x118

Laura Houston
Executive Director
laurah@awanj.org
856-424-2288 x109

Do you have a corporate group that would like to volunteer at one of our events?

Stephanie Sieben
Volunteer & Community Outreach Coordinator
volunteers@awanj.org
856-424-2288