

25TH ANNUAL
AUCTION
FOR THE
Animals
SPONSORSHIP OPPORTUNITIES



104 Portsmouth Ave.
Stratham, NH 03885
603-772-2921 | nhspca.org

AUCTION FOR THE *Animals*

On **November 16, 2019**, the NHSPCA will be hosting our 25th Annual Auction for the Animals. Please join us for an unforgettable evening of hope, generosity, and camaraderie while you enjoy a distinctive dinner and delightful drinks at the legendary Wentworth by the Sea Hotel and Spa in New Castle, NH. Your support will make a substantial difference in the lives of animals who cannot speak for themselves.

BENEFITS FOR YOU

The Auction for the Animals is the NHSPCA's signature gala fundraising event. Three hundred of the Seacoast's most successful and influential business professionals, community leaders, and philanthropists will come together to support our vision to find a safe and loving home for every animal. We offer our sponsors opportunities for visibility and promotion at the event and in advance through our email, web, and social channels.

2018 STATISTICS

- Approximately 2,050 animals were cared for at the shelter
- Over 9,500 youth participated in our Humane Education programs last year
- Nearly 1,400 pets participated in our Behavior & Training classes and playgroups
- Our Field Services department investigated over 650 complaints of alleged abuse or neglect
- 705 unique volunteers contributed 48,409 hours of service

MEDIA EXPOSURE

The NHSPCA receives more than a quarter of a million page views per month on our website. 70% of our website users are female, 41% are in the 25-44 age range and 39% are in the 45-64 age range. Between Facebook, Instagram, and Twitter, we have more than 35,500 followers.

ABOUT THE NEW HAMPSHIRE SPCA

The NHSPCA was established in 1872, making it the oldest animal welfare agency in New Hampshire. For nearly 150 years we have worked to find a safe and loving home for every animal. We serve over 121 communities in the Greater Seacoast area of New Hampshire, southern Maine and northern Massachusetts. *We receive no federal or state funding and rely solely on community support to care for an average of 2,400 animals that come through our doors each year.*

CONTACT

Megan Bickford, Special Events and Sponsorship Manager, 603-772-2921 ext. 105 or mbickford@nhspca.org.

AUCTION FOR THE *Animals*

SPONSORSHIP INVESTMENTS & BENEFITS

\$10,000 TOP DOG

Industry exclusivity

Two tables of 12

Overnight stay

(one complimentary room for host)

Signage at the event

Program Book ad *(full page)*

NHSPCA Newsletter ad *(½ page)*

(Circulation: 25,000)

Logo to appear on event website, invitation, in big screen presentation, and in event email communications

Verbal recognition at event

Mention in event press releases

3 exclusive social media posts

Recognition on signage at the NHSPCA for one year

License to use the NHSPCA logo for one year in your marketing materials *(after approval process)*

Complimentary champagne *(throughout the evening)*

\$2,500 PACK LEADER

Six complimentary tickets

Signage at the event

Program Book ad *(¼ page)*

NHSPCA Newsletter ad *(½ page)*

Logo to appear on event website, in big screen presentation, and in event email communications

Mention in event press releases

1 exclusive social media post

License to use the NHSPCA logo for one year in your marketing materials *(after approval process)*

\$5,000 ANIMAL ANGEL

One table of 12

Signage at the event

Program Book ad *(½ page)*

NHSPCA Newsletter ad *(¼ page)*

Logo to appear on event website, in big screen presentation, and in event email communications

Verbal recognition at event

Mention in event press releases

2 exclusive social media posts

Recognition on signage at the NHSPCA for one year

License to use the NHSPCA logo for one year in your marketing materials *(after approval process)*

\$1,000 FURBALL FRIEND

Four complimentary tickets

Signage at the event

Program Book recognition

Company listing on event website, in big screen presentation, in event email communications, and in the NHSPCA newsletter

Mention in event press releases

Sponsor exposure on social media

\$500 ADOPTION ADVOCATE

Two complimentary tickets

Signage at the event

Program Book recognition

Company listing on event website, in big screen presentation, in event email communications, and in the NHSPCA newsletter

Mention in event press releases

BONUS OPPORTUNITIES

\$1,500

FLORAL SPONSOR

Logo tastefully displayed in each centerpiece

Two complimentary tickets

OR

PRINT SPONSOR

Logo prominently displayed on the back of the event invitation and Program Book

Logo on event sponsor signage

Two complimentary tickets

OR

SILENT AUCTION SPONSOR

Logo on the Silent Auction website and on the Silent Auction tables

Two complimentary tickets

\$500 EACH

Only available with purchase of event sponsorship — first served basis

- A. Complimentary water bottles handed out with “Thank You” message and your logo
- B. Logo on the printed/sharable photo available to all event attendees
- C. Logo featured on dessert presentation
- D. Logo featured on Auction favors given to all attendees
- E. Logo featured on merchandise bags
- F. Logo tastefully displayed with welcome champagne

ANY AMOUNT MATCH DONOR

Donate the amount of your choice to be used as part of a fundraising challenge during the Special Fund

AUCTION FOR THE *Animals*

TOP REASONS TO SUPPORT THE NEW HAMPSHIRE SPCA



68%

of all
US households
own a pet



69%

of US households
with an income of
\$100k+ own a pet



78%

of Americans
tell others to buy
from companies
that support causes
they care about



79%

of Americans
say they would
be more loyal
to a purpose-
driven company



87%

of consumers
would buy a
product based
on a company's
social advocacy



\$72.6B

Annual
spending
by Americans
on their pets,
up 427%!

Data compiled from Pew Research, Neilsen, and Cone Communications

NEW HAMPSHIRE SPCA MARKETING & SOCIAL CHANNELS



10,000

people receive
our emails



25,000

homes and businesses
receive our quarterly
newsletter



36,000

people visit
our website
monthly



28,871

Facebook
followers



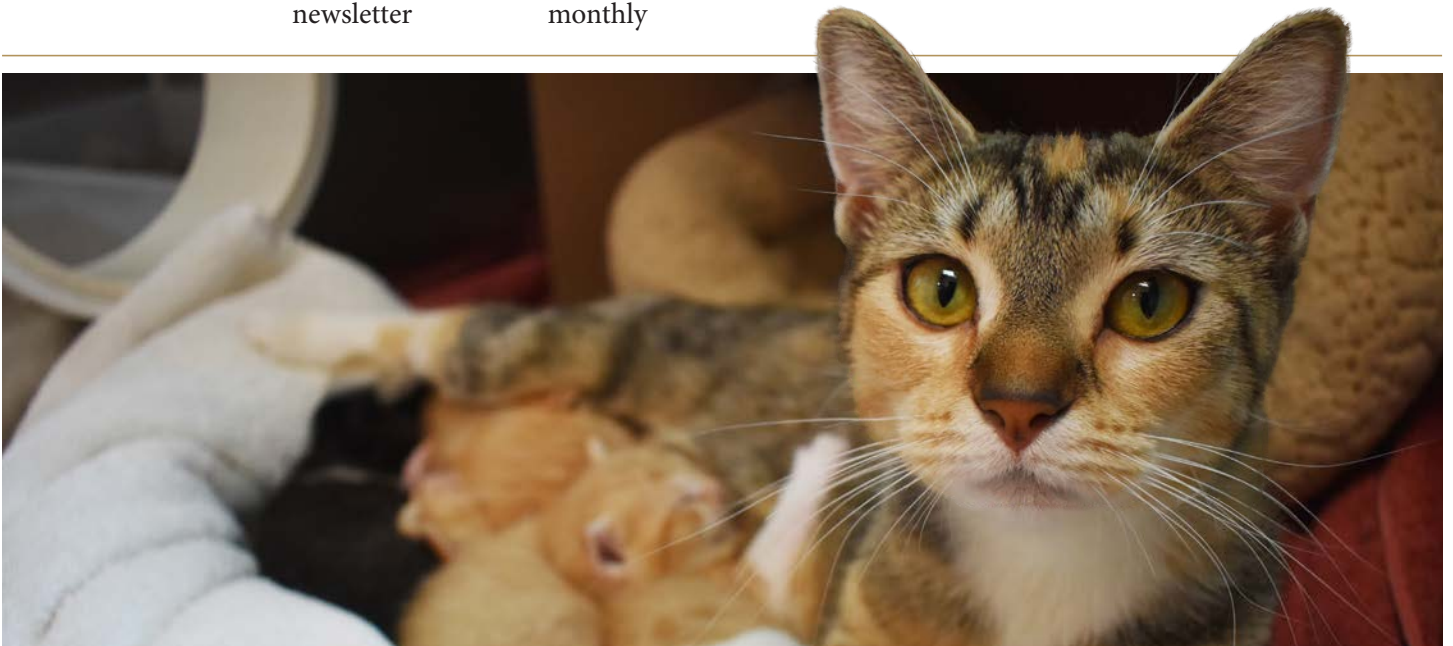
4,964

Instagram
followers



1,850

Twitter
followers



CONTACT INFORMATION

ORGANIZATION NAME

CONTACT NAME

ADDRESS

PHONE NUMBER

CITY/STATE/ZIP

EMAIL ADDRESS

WEBSITE: _____

SPONSORSHIP LEVEL

In support of the NHSPCA Auction for the Animals, our selection is checked below:

- \$10,000 Top Dog
- \$5,000 Animal Angel
- \$2,500 Pack Leader
- \$1,000 Furball Friend
- \$500 Adoption Advocate
- \$1,500 Floral Sponsor
- \$1,500 Print Sponsor
- \$1,500 Silent Auction Sponsor
- Any — Match Donor
Amount: \$ _____
- Donation: I/we regretfully cannot attend, but want to support the NHSPCA with a donation of: \$ _____

BONUS OPPORTUNITIES

- I wish to also invest in...
 - A - \$500
 - B - \$500
 - C - \$500
 - D - \$500
 - E - \$500
 - F - \$500

PAYMENT OPTIONS

- Enclosed is my check for \$ _____ (Please make checks payable to the NHSPCA)
- Charge my credit card for \$ _____ VISA MASTERCARD AM EXPRESS DISCOVER

CARD NUMBER

EXPIRATION DATE

SECURITY CODE

CARDHOLDER (PRINT NAME)

CARDHOLDER SIGNATURE

PLEASE RETURN THIS FORM BY FRIDAY, OCTOBER 25, 2019.

Fax to: (603) 778-7804

Mail to: NHSPCA, Auction, P.O. Box 196, 104 Portsmouth Avenue, Stratham, NH 03885-0196

Email to: mbickford@nhspca.org

Call: 603-772-2921 ext. 105