

**SYDNEY  
DOGS  
& CATS  
HOME**

Sydney Dogs & Cats Home Corporate Sponsorship Package 2021 – 2022 FY

# WHO ARE WE?

---

Sydney Dogs & Cats Home is Sydney's only charity pound and community facility and is owned and operated by The Sydney Dogs & Cats Home Incorporated association.

The Home has been taking care of Sydney's lost, abandoned, and neglected pets since 1946. We open our doors to up to thousands of pets each year, servicing multiple council areas across Sydney including:

- Bayside
- Fairfield
- Georges River
- Inner West
- North Sydney
- Randwick
- Waverley
- Woollahra

We aim to provide shelter, food and veterinary care to lost, homeless and abandoned animals, primarily dogs and cats, in association with the local councils of Sydney. We act under the NSW Companion Animals Act 1998 and the associated Companion Animals Regulations and Codes of Practice and care for pets until a time when such animals can either be reunited with their owners or found a new, suitable home.

We support the Getting to Zero movement, which means we strive to rehome every healthy and treatable animal that comes through our doors, and we never place a time limit on any animal awaiting adoption.

We also deliver a range of successful mental health-focused community programs, creating a lifeline to both the animals we care for and those in the community who need it most.

We are a member of Companion Animal Network Australia (ACAN), which comprises six member agencies, each aiming to make the world a better place for pets. Through national campaigns, partnerships and initiatives, we celebrate the human-animal bond and promote responsible pet ownership. We use our national voice to campaign for the humane treatment of all companion animals, and we rally support for programmes that deliver high welfare standards.

## WHY SPONSOR SYDNEY DOGS & CATS HOME?

---

Sponsoring Sydney Dogs & Cats Home will give your organisation satisfaction knowing you are helping Sydney's lost, abandoned, and neglected pets.

When you sponsor Sydney Dogs & Cats Home, we will ensure that this collaboration complements your existing brand values, enhances your image, and provides a platform to increase your business's positive community perception, reach and credibility.

Your investment will assist us in providing programs and services that support our aim to provide shelter, food and veterinary care to lost, homeless and abandoned animals, primarily dogs and cats, in association with the local councils of Sydney.

## SPONSORSHIP PACKAGE DISCLAIMER

---

Sydney Dogs & Cats Home will strive to deliver the mutual benefits/sponsorship products listed below, however, please be advised that all sponsorship products are subject to availability and resources. In the case of unforeseen circumstances, we will endeavour to reschedule or provide an alternative solution where possible. When circumstances beyond the control of Sydney Dogs & Cats Home force the cancellation or substitution of a partnership event or project, Sydney Dogs & Cats Home reserves the right to cancel without finding itself financially liable or in breach of contract.

Please refer to our organisations Ethical Fundraising and Sponsorship Policy and Procedures for further clarification.



## AUDIENCE REACH

---

Sydney Dogs & Cats Home has been operating since 1946. Over the last 75 years, we have developed and nurtured a loyal following of staff, volunteers, foster career, adopters, donors and animal welfare industry peers and stakeholders who all share our mission and values. We are excited to share this rapidly growing audiences' potential with our partners.

### Digital Media Engagement Stats

(90 days December 2021 – February 2022)

Website sessions	127,000
Facebook followers	45,548
Instagram	35,261
Fetch EDM	32,579



## ABOUT SPONSORSHIP

---

A sponsorship is a form of support not-for-profits receive from corporations for events, day-to-day operations, or other projects.

By choosing to sponsor a not-for-profit such as Sydney Dogs & Cats Home, both parties mutually benefit one another. Sponsored not-for-profits receive assistance to continue serving their vision, mission and goals, while sponsors receive a positive boost to their brand image, increased morale and potential tax deductions (where applicable).

# DEFINITIONS

---

## Sponsorship

Under a sponsorship arrangement, when an organisation undertakes a fundraising activity, it often receives support in the form of money. In return, not-for-profits may provide:

- advertising
- signage
- naming rights
- some other type of benefit of value.

This means that the sponsor receives something of value in return for the sponsorship, so the sponsorship payment is not a gift. If the organisation is registered for GST, it has to pay GST on the sponsorship it receives.

## Contra Agreements

A contra sponsorship arrangement occurs when goods or services (not money) are provided in return for other goods or services, such as pet food, kitty litter, veterinary treatment, in exchange for advertisement etc. If both parties are registered for GST, they will be making taxable sales to one another. Each will have a GST liability for the sale they have made and entitlement to a GST credit for their respective purchases. Each party must report amounts for both the sale and the purchase on their respective activity statements.



## SPONSORSHIP PACKAGE INCLUSIONS

---

### Retail Partnership Package (Reviewed Annual)

#### Product x 1

Social media opportunities

#### Specs

Mention within a human-interest post includes tag and small sponsored by logo within the image.

#### Product x 1

Website Logo medium

#### Specs

Medium business logo and website link displayed on our website Sponsorship page

#### Product x 1

Website Retail Store

#### Specs

Medium business logo and website link displayed on our website retail Shop page

- **In-Kind exchange**

Retail Partner to supply one year supply of product to Shelter pets

### Annual Supporter Sponsorship Package

By choosing to support Sydney Dogs & Cats Home through an annual sponsorship, you will receive the following benefits, marketing and exposure:

- Social Media - A monthly post on social media (Facebook and Instagram), tagging your organisation on social media.
- EDM and Blog Post - A mention within a human-interest post including tagging and small sponsored by logo within the image on our [Happy Tails](#) blog post on our website and a mention within our quarterly newsletter.

- Website logo - a small business logo and website link displayed on our website [Sponsorship page](#).
- Kennel & Cat Pod naming - Kennel or Cat Pod is named after you for the duration of the sponsorship agreement. A sign will be displayed stating 'This Kennel/ Cat Pod is proudly sponsored by your company name and logo. A certificate including a photo of the sponsored Kennel with 1 dog / sponsored Cat Pod with 1 cat will be provided.
- Corporate Cuddle Program - Each event includes animal playtime and a chance to ask Sydney Dogs & Cats Home staff and volunteers about our organisation, adoption process, and how else to get involved, including volunteering, foster care program, and fundraising, etc.
- Gala Event Sponsorship - 2 x 30% Discount Gala Event Tickets and a small logo displayed on signage at the event. 1/8-page ad in the annual event brochure.
- Satisfaction knowing you are helping Sydney's lost, abandoned and neglected pets.

Sydney Dogs & Cats Home are also happy to discuss custom sponsorship packages tailored to your organisation and product.

## ETHICAL FUNDRAISING POLICY

---

Sydney Dogs & Cats Home is committed to ensuring that fundraising activities are carried out in an ethical manner.

This policy applies to all, casual, permanent and contract staff and volunteers.

The purpose of this document is to identify Sydney Dogs & Cats Home's position on fundraising practice and to document the standards expected in raising funds from the community.

Sydney Dogs & Cats Home's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves.

In doing so, the organisation will adhere to the following standards:

- Fundraising activities carried out by Sydney Dogs & Cats Home will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- All personal information collected by Sydney Dogs & Cats Home is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering for Sydney Dogs & Cats Home shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of Sydney Dogs & Cats Home.
- Financial contributions will only be accepted from companies, organisations and individuals the Sydney Dogs & Cats Home considers ethical.
- Companies and organisations specifically excluded from making financial contributions to Sydney Dogs & Cats Home include companies that don't align with our organisation's vision, mission, goals or values or companies that engage in or supply animal cruelty related products.

## SPONSORSHIP POLICY

---

The Board of Sydney Dogs & Cats Home is committed to ensuring that its financial arrangements are carried out in an ethical manner.

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between Sydney Dogs & Cats Home and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of Sydney Dogs & Cats Home while at the same time generate additional revenues to support Sydney Dogs & Cats Home's mission and mandate.

The fundamental principles that shape Sydney Dogs & Cats Home's relationships with sponsors are:



1. Sponsorship of Sydney Dogs & Cats Home or of any event, project, program prevent held by Sydney Dogs & Cats Home, will not entitle any sponsor to influence any decision of the organisation.
2. Sydney Dogs & Cats Home will not enter any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of Sydney Dogs & Cats Home or adversely impact upon Sydney Dogs & Cats Home's standing and reputation in the community. All gambling and tobacco companies or companies that engage in or supply animal cruelty related products, sponsorship agreements are prohibited. If a sponsor's products work against Sydney Dogs and Cats Home's vision, mission or objectives the sponsorship agreement is prohibited.
3. Sydney Dogs & Cats Home will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing Sydney Dogs & Cats Home policies and procedures.

## SPONSORSHIP PROCEDURE

---

The Board is responsible for the development and review of this policy.

All Board members, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving Sydney Dogs & Cats Home must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

Naming rights associated with any sponsorship must be approved by the Board.

Sponsorship over \$500 will be embodied in written contractual agreements between Sydney Dogs & Cats Home and the sponsorship partner. See Appendix A.

## SPONSORSHIP CONTRACTS/LETTERS OF AGREEMENT GUIDELINES

---

Sponsorship contracts and letters of agreement involving Sydney Dogs & Cats Home must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** the dates for commencement and conclusion of sponsorship alliances must be included in the contract.

**3. Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.

**4. Limitations on and Approval of the Use of the Sydney Dogs & Cats Home's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: "Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party." The accepted use of the Sydney Dogs & Cats Home's word mark, logo or crest must be stipulated in all contracts and agreements.

**5. Exclusivity:** Sydney Dogs & Cats Home may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. An exclusivity agreement is subject to an additional sponsorship fee. Where relevant, the following statement regarding exclusivity will be included in the contract: "Sydney Dogs & Cats Home agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."

**6. Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.

**7. Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.

**8. Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: "Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful within a reasonable time, either party may notify the other of breach of contract in writing. Such notification will require rectification within 14 days. If the breach is not rectified within that time then the non-breaching party may terminate the contract by written notice."

**9. Right to Discontinue the Sponsored Program or Event:** The contract shall ensure Sydney Dogs & Cats Home reserves the right to cancel the sponsorship should circumstances dictate; for example: "When circumstances beyond the control of Sydney Dogs & Cats Home force the cancellation or substitution of a sponsored event or project, Sydney Dogs & Cats Home reserves the right to cancel without finding itself financially liable or in breach of contract." If it is intended that Sydney Dogs & Cats Home be entitled to retain any sponsorship funds already paid then this should be specified in the contract.

**10. Right to Cancel Sponsorship for Reputational Reasons:** The contract shall ensure Sydney Dogs & Cats Home reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in [Name of Organisations]'s reasonable opinion, that the continued association of the sponsor with Sydney Dogs & Cats Home may cause Sydney Dogs & Cats Home to become subject to criticism or otherwise held in disrepute.

# SYDNEY DOGS & CATS HOME



442-446 LIVERPOOL ROAD, SOUTH STRATHFIELD NSW 2136



02 9587 9611



SYDNEYDOGSANDCATSHOME.ORG



INFO@SYDNEYDOGSANDCATSHOME.ORG



ABN: 16 943 464 587



CFN: 16738

If you are interested in becoming a sponsor of Sydney Dogs & Cats Home please email:

[marketing@sydneydogsandcatshome.org](mailto:marketing@sydneydogsandcatshome.org)

## WOOF. MEOW.



Sydney Dogs & Cats Home is Sydney's only charity pound and community facility and is owned and operated by The Sydney Dogs & Cats Home Incorporated.