

**SYDNEY
DOGS
& CATS
HOME**

Sydney Dogs & Cats Home Sponsorship Proposal 2023

WHO ARE WE?

Sydney Dogs & Cats Home has been taking care of lost, abandoned and neglected animals since 1946. We open our doors to thousands of pets each year, servicing multiple council areas across Sydney and helping over 1.1 million Sydney-siders.

We provide shelter, food, veterinary care, walks, cuddles and love to lost, homeless and abandoned animals until they 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.

As well as leading the way in best-practice animal care, our aim is to create meaningful opportunities to involve the community in all facets of our work through highlighting and nurturing the Pet - Human bond.

We have also delivered a range of mental health focused community programs including aged care initiatives, working with returning army veterans with PTSD, youth and education initiatives, and other programs. While some of these have been paused while we are in temporary facilities, they will resume in full when we are onsite in our new fit for purpose shelter at Kurnell.

Our focus is to always provide rewarding experiences for both the animals in our care and those in the community who need it most.

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. As Sydney's only charity pound, we rely on the generosity of our supporters to allow us to continue to operate. Without the help of our sponsors, we wouldn't be able to achieve all that we have so far.

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' positive community perception, reach and credibility. Your investment will also 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.

AVAILABLE SPONSORSHIPS

Shelter Sponsor: Help create a home away from home for our dogs and cats with their very own space. Each cat pod or dog kennel has a comfy place to sleep, blankets to cuddle, access to food and water, a chew toy or special treat

Vet Sponsor: When abandoned and lost animals come to us, they sometimes need immediate vet care. Our experienced and caring team work within a fully equipped veterinary hospital to address their medical and surgical needs. They are passionate about providing a low stress environment, with staff undertaking a Fear Free Shelter program as part of their training. Your sponsorship will help even more cats and dogs get the essential medical treatment they need.

Pawsitive Behaviour Sponsor: Based on up-to-date scientific research, our team of behaviourists help animals in our shelter or with foster carers to address unwanted behaviours. With over 25 years of combined experience, they focus on rewards-based training, to get results for both people and pets. The mental health of pets is sometimes forgotten in our society, but your sponsorship will help maintain this focus so that the animals in our care will have these hidden needs met.

Program Sponsor:

- Our *Foster Care program* helps provide the necessary care for animals in need, outside a shelter environment, has an incredible impact on the survival rate of young kittens, reduced recovery time for animals from medical issues and surgeries and, has successfully provided a vital outlet for both dogs and cats who we have identified with behavioural issues that require one on one at home training.
- Our *Volunteer program* showcases the strength of the human / pet bond, as it helps our volunteers as much as the animals in our care. Not only does our community of volunteers help us maintain low costs of running the shelter, but they bring joy to the animals they help.





Event Sponsor: Provide monetary or goods and services for our events and help us, remain sustainable when running our fundraising or engagement events.


AUDIENCE REACH


Sydney Dogs & Cats Home has been operating since 1946. For almost 80 years, we have developed and nurtured a loyal following of staff, volunteers, foster carers, adopters, donors and animal welfare industry peers and stakeholders who all share our mission and values. We are excited to share our rapidly growing audience potential with our partners.

Digital Media Engagement Stats 2023

 Web Sessions: 50K + per month

 Facebook Followers: 48K

 Instagram Followers: 37K

 Fetch E-Newsletter: 38K



Sponsorship Benefits



Loyal Companion
\$50+K



Best Buds
\$25-50K



Tail Wagger
\$10-20K

- Certificate of appreciation
- Acknowledgement with your logo and weblink on our website
- Acknowledgement in newsletter Fetch to over 38K supporters
- Acknowledgement in social media
- Acknowledgement in Annual Report
- Corporate volunteering opportunity on site (once in Kurnell)**
- Kennel name sticker (for Kennel and Pod sponsors only)
- Half a page feature in Annual Report
- Opportunity to name an animal
- Feature article on our website about your support
- Acknowledgement plaque for your office
- Presentation to your staff about how you've made a difference
- Opportunity to add item to event gift bags**
- 2 complimentary tickets to Invitation only Gala / or lunch event**
- Corporate Snuggle to visit your office
- Site tour for small groups of employees or clients **



x3



x2



** Subject to availability

CURRENT PARTNERS



SPONSORSHIP PACKAGE DISCLAIMER

Sydney Dogs & Cats Home will strive to deliver the mutual benefits/sponsorship products agreed to, 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.

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

Karen Kalpage

Head of Fundraising and Marketing

0410 221 410

karenk@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.