

adoption PACKAGE



Adoption Package Sponsorship is a way for local businesses to share in the ongoing success of the Edmonton Humane Society in the community. Each year, the Edmonton Humane Society matches over 7,000 dogs, cats, guinea pigs, rabbits and other critters to their new 'forever homes'. We are proud of our success.

The Adoption Package Sponsorship program is for those businesses in our community who wish to publicly identify themselves as strong supporters of the Society. By supporting the Edmonton Humane Society in this unique way, you are assisting to offset the cost for the daily care of the companion pets that reside in the shelter throughout the year.

As an Adoption Package Sponsor, your business will receive logo placement on the folio that contains critical new-owner information for our adopters. The Adoption Package consists of valuable information to recent adopters on how to best care and support their new family member. These packages are distributed to every single person who adopts their new pet from the Edmonton Humane Society.

The Edmonton Humane Society has three different adoption packages: Dog, Cat and Small Animal & Exotic. Within each package there are three levels of sponsorship to choose from - gold, silver and bronze.

For those seeking maximum visibility, we offer the "Leader of the Pack" Sponsorship that will put your corporate logo prominently on each of all three of three adoption packages. "Leader of the Pack" is an exclusive offer and there is only one opportunity available per print run.

As well, there are many other recognition and special opportunities based on the level of sponsorship you choose. **The sponsorship is calculated on number of copies of the adoption packages distributed regardless of the time to distribute them, so you know you are receiving excellent value for your support.**

Sponsorship



There are four levels of Adoption Package Sponsorship available:

- ➡ Leader of the Pack
- ➡ Top Dog
- ➡ Cool Cat
- ➡ Fuzzy Friend



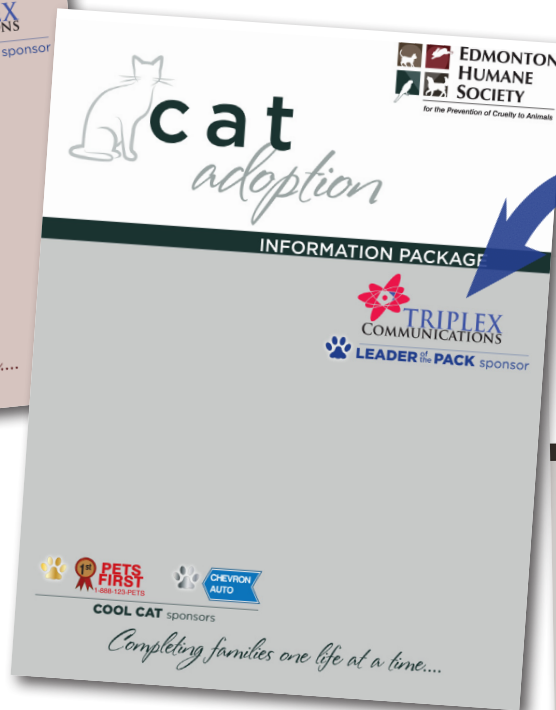
leader OF THE PACK

\$5,000



Sponsorship Benefits

- Corporate logo prominently featured on the front of all three adoption packages (maximum size 2.5" wide & 1" high) and not to exceed the size of the Edmonton Humane Society Logo.)
- **Exclusive exposure – there is only one Leader of the Pack Sponsorship available.**
- Industry exclusivity for the duration of sponsorship.
- A ride along with EHS Animal Protection Officers.
- An opportunity to supply a one page (8.5x11") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- Invitations to exclusive reception with other major sponsors & donors, Board members, CEO and senior staff.
- Private tour of the Edmonton Humane Society for up to 10 people.
- 10 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as Leader of the Pack Adoption Package Sponsor on the Edmonton Humane Society's website.
- An announcement of the partnership in one issue of the EHS e-newsletter (circulation approx 18,000).



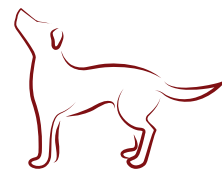
Number of packages:

- 1,500 dog
- 2,000 cat
- 250 exotic & small animal (approximately six months)

*Approval of all advertisements must be obtained from EHS prior to inclusion.

**Calendar is available in September every year.

top DOG



ADOPTION SPONSORSHIP PACKAGES



gold
ONE AVAILABLE
\$1,500

Sponsorship Benefits

- Corporate logo featured on the front of the Dog Adoption Package (maximum size 1.25" wide & 1" high)
- Industry exclusivity for the duration of sponsorship.
- An opportunity to supply a one page (8.5x11") insert for the package advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- Invitations to exclusive reception with other major sponsors and donors, Board members, CEO and senior staff.
- Private tour of the Edmonton Humane Society for up to 5 people.
- 5 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as Top Dog Adoption Package Sponsor on Edmonton Humane Society's website.



silver
ONE AVAILABLE
\$1,000

Sponsorship Benefits

- Corporate logo featured on the front of the Dog Adoption Package (maximum size 1.0" wide & 1" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 2 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.



bronze
5 AVAILABLE
\$500

Sponsorship Benefits

- Corporate logo featured on the back cover of the Dog Adoption Package (maximum size 0.75" wide & 0.75" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 1 complimentary copy of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.

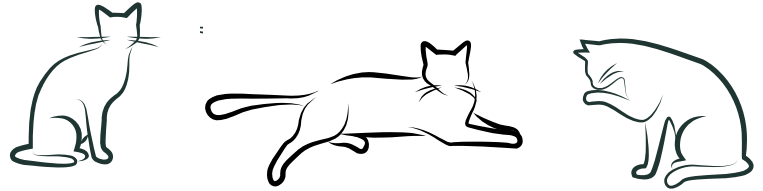
*Approval of all advertisements must be obtained from EHS prior to inclusion.

**Calendar is available in September every year.

Number of packages:

- 1,500 dog (approximately six months)

COOL CAT



ADOPTION SPONSORSHIP PACKAGES



gold
ONE AVAILABLE
\$1,500



silver
ONE AVAILABLE
\$1,000



bronze
5 AVAILABLE
\$500

Sponsorship Benefits

- Corporate logo featured on the front of the Cat Adoption Package (maximum size 1.25" wide & 1" high)
- Industry exclusivity for the duration of sponsorship.
- An opportunity to supply a one page (8.5x11") insert for the package advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- Invitations to exclusive reception with other major sponsors and donors, Board members, CEO and senior staff.
- Private tour of the Edmonton Humane Society for up to 5 people.
- 5 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as Cool Cat Adoption Package Sponsor on Edmonton Humane Society's website.

Sponsorship Benefits

- Corporate logo featured on the front of the Cat Adoption Package (maximum size 1.0" wide & 1" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 2 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.

Sponsorship Benefits

- Corporate logo featured on the back cover of the Cat Adoption Package (maximum size 0.75 wide & 0.75" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 1 complimentary copy of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.

*Approval of all advertisements must be obtained from EHS prior to inclusion.

**Calendar is available in September every year.

Number of packages:

- 2,000 cat (approximately six months)

fuzzy FRIEND



ADOPTION SPONSORSHIP PACKAGES



gold
ONE AVAILABLE
\$300



silver
ONE AVAILABLE
\$200



bronze
5 AVAILABLE
\$100

Sponsorship Benefits

- Corporate logo featured on the front of the Exotic and Small Animal Adoption Package (maximum size 1.25" wide & 1" high)
- Industry exclusivity for the duration of sponsorship.
- An opportunity to supply a one page (8.5x11") insert for the package advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- Invitations to exclusive reception with other major sponsors and donors, Board members, CEO and senior staff.
- Private tour of the Edmonton Humane Society for up to 5 people.
- 5 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as Fuzzy Friend Adoption Package Sponsor on EHS website.

Sponsorship Benefits

- Corporate logo featured on the front of the Exotic and Small Animal Adoption Package (maximum size 1.0" wide & 1" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 2 complimentary copies of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.

Sponsorship Benefits

- Corporate logo featured on the back of the Exotic and Small Animal Adoption Package (maximum size 0.75" wide & 0.75" high)
- An opportunity to supply a postcard sized (4x6") insert for the package, advertising your business. Each advertisement must include a benefit to adopters (ie: coupon).*
- 1 complimentary copy of the EHS full colour Friends for Life calendar.**
- Recognition as an Adoption Package Sponsor on Edmonton Humane Society's website.

*Approval of all advertisements must be obtained from EHS prior to inclusion.

**Calendar is available in September every year.

Number of packages:

- 250 (approximately six months)

Advertising Inserts

Once the sponsorship program is fully subscribed, EHS may consider the possibility for companies to advertise in the Adoption Package by allowing single promotional inserts for an advertising only fee with no sponsorship benefits included.

This option will be offered at the discretion of the Manager, Fund Development. All companies seeking to include inserts into the Adoption Packages will provide the printed materials. All advertisements must be approved by Edmonton Humane Society prior to placing, must be sized according to EHS policy and must include a significant benefit for our adopters.

For more information or to become an Adoption Package Sponsor please contact:

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