



# 2022 Sponsorship Opportunities

## with Second Chance Pet Adoptions



Who is Second Chance Pet Adoptions?.....	2-3
Year-Term Sponsorship Opportunities.....	4
Event Sponsorships:	
Racing for Rescues.....	5
Evening of Pawsibilities.....	6
Program Sponsorships:	
Healing Hearts.....	7
Hearts to Home.....	8
Spay/Neuter.....	9

# Who is Second Chance Pet Adoptions?

## OUR MISSION:

As the oldest no-kill rescue in the area, our mission is to champion homeless cats and dogs who are healthy or treatable in the quest to find their forever homes and engage with our community to promote responsible pet ownership, ultimately reducing future generations of homeless animals.

Our core programs are rescuing cats and dogs, transporting animals to our partner rescues, and treating adoptable dogs with heartworms so that they are cured of heartworm disease before finding forever families. Additionally, we play a proactive role in combating animal homelessness by spaying/neutering cats and dogs outside of our adoption program. Lastly, we collaborate with nearby rescues/shelters to help with free/low-cost rabies/food pantry events.

Since our inception in 1987, we have helped over 16,000 homeless dogs and cats, including **over 1,725 in 2021**:

- In 2021, we rescued just shy of **1,000 cats and dogs** from shelters, the streets, and owners who could no longer provide adequate care for their pets—**17% more animals than in 2020!**
- We ensure every animal in our care is spayed/neutered before they are adopted, but we also provide monetary support for feral (unowned) cats and for pets of low-income guardians to be spayed/neutered as well, all in the name of ending the cycle of animal homelessness. **In 2021, we paid for 753 of these surgeries—a 57% increase over the 481 surgeries we funded in 2020!**

These animals would not have gotten the help they needed were it not for our supporters, especially our sponsors!



Your sponsorship saves cats like Mahi Mahi! As a nonprofit organization, we receive no government funding!

Second Chance was contacted in July 2020 about a 6-year-old Siamese cat who'd been living on a farm; the property owner noticed that Mahi Mahi looked absolutely awful. Having no idea whether he was friendly towards humans or not, she set a trap in case he was feral, and he turned out to be a very sweet kitty. Mahi had wounds, scabs, and hair loss from fighting and from a fungal infection; he had an upper respiratory infection and ear and eye infections; there was scarring on his left eye and an ulcerative lesion in his mouth; and he tested positive for FIV, chlamydia, calicivirus, and Bordetella. The farm owner actually contacted around 50 rescues before reaching us, and none would take him because he was FIV+. We brought him into our program, and a volunteer who takes care of our kitties, Lauren, fell in love with Mahi Mahi and made him part of her family for the rest of his life!



# The Second Chance community is large and growing!



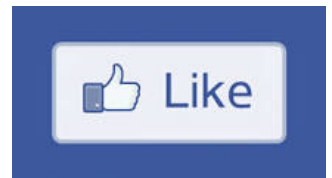
Over 205,000 users have visited our website in the last year.

Over 3,500 people visit/volunteer at Second Chance's adoption center each year.



Over 7,500 people receive our weekly emails.

We have over 14,000 Facebook followers.



With your sponsorship, our staff and volunteers can rescue more dogs like Chick Pea!

In Dec. 2020, a rural county shelter called us about a dog in need of urgent medical care. The shelter was closing in just 15 minutes, and if no rescue organization stepped up by then, the staff would have to euthanize the dog. Once we agreed, shelter staff met us at a vet hospital, where we covered the cost of medical care. Chick Pea had a broken tibia protruding through her skin, and it had been that way for some time. Her fur was so long and matted, it hid additional infected wounds throughout her body. She had heartworm disease, Lyme disease, and Ehrlichiosis, and though she was around 6 years old, she'd not yet been spayed or microchipped. Over the course of four months, this petite girl prevailed through an amputation of her back left leg, all the tubes and sutures that helped her beat infection, and a dozen medications that ran the gamut from restoring nutrition to eradicating fatal heartworm disease. In April, she was officially adopted by her foster, Suelly!



# Year-Term Sponsorship Opportunities

As a year-term sponsor, you'll provide critical funds to support our efforts for 1 year. Your support will be recognized throughout the year, across our major events, and through our heartworm, transport, and spay/neuter programs.



Homeless animals are waiting for the second chances they deserve; your sponsorship will change their lives!

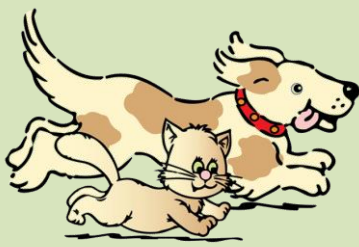


## Year-Term Sponsor Levels

Benefit	Diamond Paw (\$20,000)	Platinum Paw (\$15,000)	Gold Paw (\$10,000)	Silver Paw (\$5,000)	Bronze Paw (\$2,500)
<i>Racing For Rescues</i> (p. 5) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Mighty Mutt
<i>Evening of Pawsibilities</i> (p. 6) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Faithful Friend	Pawtner in Rescue
<i>Healing Hearts</i> (p. 7) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Mighty Mutt	Great Heart
<i>Hearts to Home</i> (p. 8) sponsor level	Top Dog	Grand Champion	Leader of the Pack	Mighty Mutt	Traveling Companion
Spay/Neuter program (p. 9) sponsor level	Purrfect Pawtner	Grand Champion	Community Captain	Witty Kitty	Friend of the Felines
Logo on our website's home page	✓	✓	✓	✓	✓
Logo on sponsor board at adoption center	✓	✓	✓	✓	✓
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Plaque for display in your business	✓	✓			

To set up your sponsorship, please contact Second Chance's Senior Manager of Development and Communications, Rachel Cronmiller, at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.





# Event Sponsorship

*Racing for Rescues*

5K Race/Fun Walk

May 1, 2022

Dorothea Dix Park



## Racing for Rescues

Between 400 and 500 of walkers and runners—and their dogs—participate in our annual 5K race/fun walk, *Racing for Rescues*. Participants receive t-shirts with sponsor logos on the back, and as they wait for the races and walk to begin, they mill about a vendor village, where sponsors are able to set up booths. A raffle and adoptable dogs complete the event! The 2022 hybrid format exposes remote/virtual participants to sponsors' recognition as well!

### Racing for Rescues Sponsor Levels

Benefit	Top Dog (\$5,000)	Grand Champion (\$2,500)	Leader of the Pack (\$1,500)	Faithful Friend (\$1,000)	Mighty Mutt (\$500)
Logo or name on event website	Logo	Logo	Logo	Logo	Name
Recognition in 6 pre-event promotional emails and 1 post-event email to the Second Chance network	Logo, extra large	Logo, large	Logo, medium	Logo, small	Name
Logo on event t-shirt	Top tier, extra large	Second tier, large	Third tier, medium	Fourth tier, small	Fifth tier, small
Listed in Facebook event page Description section	✓	✓	✓	✓	✓
Complimentary registrations (including event t-shirts)	10	8	6	4	2
Additional free event t-shirts	5	4	3	2	1
Logo in News & Observer ad promoting event	✓	✓	Year-Term Sponsors only		
One promotional social media post tagging your business/thanking your business for sponsoring	✓	✓	✓	Silver Paw only	Bronze paw only
Complimentary 10' x 10' booth space at the event	✓	✓	✓	✓	✓
Access to placing promotional items in participants' "doggy bags" (given with t-shirts)	✓	✓	✓	✓	✓
Verbally thanked during event kick-off	✓	✓	Year-Term Sponsors only		

There may be opportunities for exclusive sponsorships associated with this event! To inquire, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.

THE ANNUAL  
SECOND CHANCE PET ADOPTIONS

# Evening of Pawsibilities

## Event Sponsorship

*The Evening of Pawsibilities*  
Gala and Auction  
September 24, 2022  
Embassy Suites — Cary  
with potential live stream  
for remote participants (TBD)



Our largest fundraiser of the year, a gala featuring silent and live auctions with mobile bidding, is attended both in-person (250-300 guests) and online (regardless of live stream status—access to bidding remains and is utilized by around 200 bidders). Our on-site guests enjoy a decadent dinner and desserts, a Wine Pull, a free and fun photo booth, visits from special furry guests, and more, while our at-home and out-of-town registrants can watch it all through our live stream (when offered).

### Evening of Pawsibilities Sponsor Levels

Benefit	Top Dog (\$6,500)	Grand Champion (\$5,000)	Leader of the Pack (\$2,500)	Faithful Friend (\$1,500)	Pawtner in Rescue (\$1,000)
Logo or name recognition on event website	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Logo in News & Observer ad promoting event	✓	✓	Year-Term Sponsors only		
Recognition in 6 pre-event promotional emails and 1 post-event email to the Second Chance network	Logo, extra large	Logo, large	Logo, medium	Logo, small	Name
Guest accommodations (see below) for party of:	10 people	8 people	6 people	4 people	2 people
In-person guests: entry and drink tickets, reserved seating (tables for Top Dog/Grand Champion) At-home guests: bidding access, live stream access when applicable, gift boxes to enjoy at home	Sponsors may opt for all guests to be accommodated in-person, for all guests to be accommodated at home, or for a mix of both in-person and at-home accommodations. Tables will be reserved for Top Dog and Grand Champion sponsors seating 6 or more people in-person; sponsors (any tier) with 5 or fewer in-person guests will have seats reserved together, but may be placed at a table shared by other guests.				
Advertisement in event program	Full page	3/4 page	1/2 page	1/3 page	1/4 page
Logo recognition in Senior Director's featured video	✓	✓	✓	✓	✓
At event, logo recognition on sign in venue	✓	✓	✓	✓	✓
Recognition during opening address	✓	✓	Year-Term Sponsors only		
Selection of raffle winner(s) on stage	✓				

There are additional exclusive sponsorships available for this event! To inquire, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559.



# Program Sponsorship

*Healing Hearts*  
for heartworm-positive dogs in  
our local adoption program



Second Chance proudly debuted a new program in late 2017, *Healing Hearts*. North Carolina ranks #7 among states with the largest population of heartworm-positive dogs. Transferred through mosquitoes, heartworms infect the hearts and lungs of dogs; a persistent infection is often fatal. While treatment is incredibly effective, it is expensive; rescues and adopters alike overlook dogs with heartworms due to the cost of treatment, so these dogs sit in shelters longer and are often among the first euthanized when a shelter needs to create more space for other animals. Because it's our mission to rescue healthy *and* treatable animals, we're able to treat these dogs at a deeply discounted rate by partnering with local vets, while their adoption fee remains the same as any other dog's fee in our program!

## Healing Hearts Sponsor Levels

Benefit	Top Dog (\$2,500)	Grand Champion (\$2,000)	Leader of the Pack (\$1,500)	Mighty Mutt (\$1,000)	Great Heart (\$500)
Recognition on program webpage	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition on sponsor board at adoption center	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition in email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Complimentary 10' x 10' booth at <i>Racing for Rescues</i>	✓	✓	✓	✓	✓
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Name a dog in the program (submit 6 names from which we will select at intake); dog's story and your sponsorship featured in a Facebook post, in News post on our website, and in one email blast	✓	✓			

Are you ready to cure heartworm-positive dogs of this fatal disease by becoming a sponsor? Contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559 today!



# Program Sponsorship

## *Hearts to Home* Animal Transport Program



In late 2017, Second Chance gained a volunteer coordinator for a new program: *Hearts to Home* animal transport. While shelters in southern states like NC are overcrowded, shelters and rescues up north have adopters waiting for adoptable animals. Animal transport—rescuing dogs on euthanasia lists in local shelters and bringing them to much emptier shelters/rescues in northern states—is an important and effective strategy to reduce overpopulation in our area while sending adoptable animals to areas where the supply does not meet the demand. We partner with a dozen or so no-kill shelters and rescues in northern states to save at-risk dogs from local shelters and drive them up north. Most of these dogs are adopted within days or weeks (much faster than they would be adopted in NC)!

### Hearts to Home Sponsor Levels

Benefit	Top Dog (\$2,500)	Grand Champion (\$2,000)	Leader of the Pack (\$1,500)	Mighty Mutt (\$1,000)	Traveling Companion (\$500)
Recognition on program webpage	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition on sponsor board at adoption center	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition in email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Complimentary 10' x 10' booth at <i>Racing for Rescues</i>	✓	✓	✓	✓	✓
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Receive publicity for the sponsorship of one transport dog with an exceptional story and/or atypical needs; dog's story and your sponsorship featured in a Facebook post, in News post on our website, and in one email blast	✓	✓			

Save more at-risk dogs by sponsoring our transport program! To get set up, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559!





# Program Sponsorship

**Spay/Neuter services for feral cats and those cared for by low-income pet guardians**



According to nationally-renowned Best Friends Animal Society, NC ranks as the 3rd-highest state in euthanizing shelter animals. Cats are especially at risk, as the vast majority of animals in shelters are cats, and feral (unadoptable) cats who enter shelters rarely ever make it out of shelters. Year-round, but especially in “kitten season,” local rescues and shelters are overwhelmed with kittens, and many more cats and kittens are turned away when shelters/rescues are full, forcing them to suffer illnesses/injuries and brave the elements alone outside. To reduce the number of kittens born into homelessness by the literal thousands each year, Second Chance funds various other nonprofits’/shelters’ programs through which pet guardians can have their own, or feral, cats spayed/neutered for free, or at a steep discount (for example, \$5 per surgery).

## Spay/Neuter Sponsor Levels

Benefit	Purrfect Pawtner (\$2,500)	Grand Champion (\$2,000)	Community Captain (\$1,500)	Witty Kitty (\$1,000)	Friend of the Felines (\$500)
Recognition on program webpage	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition on sponsor board at adoption center	Logo	Logo	Logo	Name unless Silver Paw (logo)	Name
Recognition in email blasts to network	Logo, 6/year, top tier	Logo, 6/year, second tier	Logo, 6/year, third tier	Name, 3/year, fourth tier	Name, 3/year, fifth tier
Recognition in distinct section of the <i>Evening of Pawsibilities</i> event program	Logo	Logo	Logo	Logo	Name
Access to adoption center lobby space for brochures, business cards, coupons, etc.	✓	✓	✓	✓	✓
Receive publicity for the sponsorship of the spay/neuter surgery for one cat with an exceptional story and/or atypical needs (many cats we fund are also in need of additional vet care for an illness injury, which we cover); cat’s story and your sponsorship featured in a Facebook post, in News post on our website, & in an email blast	✓	✓			

Fight the good fight against animal homeless with proactive spaying/neutering: to sponsor these surgeries, contact Rachel Cronmiller at [rachel@secondchancenc.org](mailto:rachel@secondchancenc.org) or 337-580-4559!