



presented by
CREWS
SUBARU
Crewssubaru.com
More Than a Car Dealer.

**Come. Sit. Stay
& Play All Day**



Saturday, June 10, 2023
Riverfront Park • 1061 Everglades Ave • N Charleston • SC



No Kill
South Carolina
2024

You can make it a success!



Celebrity Paws in the Park Sponsorship Opportunities

Celebrity Paws in the Park, presented by Crews Subaru, is the largest fundraising and community event of the year for Charleston Animal Society! Join thousands of humans and their canine companions at Riverfront Park, 1061 Everglades Avenue, North Charleston, SC on Saturday, June 10, 2023 for our celebratory "Walk for Animals" where dogs can bring their humans along a leisurely waterfront route to raise funds for animals in need. Then plan to sit, stay and play all day long in canine activity zones throughout the park, including pet adoptions, Swift Paws lure coursing and canine demonstrations. See the world famous "K9s in Flight," the country's premier high-flying dog entertainers, in action-packed shows throughout the day and enjoy live music from our main stage, headlined by Midnight City. New this year are hot air balloon rides, the "Barks & Brews" craft beer festival, and a food truck rally as part of the all-day fun.

Sponsorship Benefits

Becoming a sponsor for Celebrity Paws in the Park will provide your company with exposure to smart and passionate families across our state and establish your brand as a partner in our lifesaving work. As a special perk, you will also have the opportunity to build camaraderie among your employees and customers by having them participate in a Celebrity Paws in the Park walk team. We are available along the way to provide support with virtual kick-off events and regular email and social media communications to keep everyone engaged. Most importantly every dollar raised will make a life-changing difference for the nearly 20,000 animals who will turn to Charleston Animal Society for caring, compassion and hope this year alone.

Who You Can Reach

- 40,000 Visitors to the Charleston Animal Society Laura Pulley Center for Animal Care Annually.
- 42,000 Viewers of www.CharlestonAnimalSociety.org Web Site Each Month.
- 75,000 Quarterly Readers of Carolina Tails Magazine.
- 255,000 Fans on Facebook.
- 55,000 Supporters of Charleston Animal Society by Weekly Stewardship Emails.
- 32,000 Instagram Followers.
- 100,000 Readers in Special City Paper "Celebrity Paws in the Park" Pull-Out Section.
- 6,000 People and 1,000 Dogs In-Person at the In-Person Celebrity Paws in the Park Event.



Reserve your sponsorship today at:
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Areas of Greatest Impact

\$25,000 – Teaching Compassion

We Fight Cruelty by teaching more than 22,160 compassion lessons each year. Providing one month of our specialized humane education instruction for five schools costs \$25,000 to teach kindness, empathy and respect to 7,455 children.

\$15,000 – Disaster Response

Last year alone, our Disaster Response Team deployed to 46 different emergency rescue operations to save 852 animals. The cost for fuel, vehicles, staff, and supplies to deploy a Response Team for one week on an animal evacuation is \$15,000.

\$10,000 – Prevent-a-Litter

One of our greatest impact areas is Reducing Overpopulation. The cost to sponsor one week of Spay / Neuter surgeries for 100 dogs or cats through our veterinary services department is \$10,000. Spaying or neutering dogs and cats immediately impacts overpopulation by preventing more homeless animals from being born.

\$5,000 – Community Outreach

Fighting Cruelty also means supporting families and their pets when they need us most. When there is no access to veterinary care, or trouble paying for pet food, our Pets for Life outreach teams provide needed services to keep pets healthy, safe and in their homes. One week of direct care through this effort costs \$5,000 and helps an average of 30 families keep 46 pets safe and in their homes.

\$2,500 - Matchmakers

Finding families for homeless pets is one way that we Prevent Unnecessary Euthanasia. Our most successful efforts are community-driven Adoption Events. The cost to sponsor a weekend adoption event in the community, including paying the adoptions fees for 20 pets, is \$2,500.

\$1,000 – Orphaned Animals

Another way we Prevent Unnecessary Euthanasia is by keeping pets out of the shelter through volunteer Foster Homes. It costs \$1,000 to provide food, medical care, and nourishing supplements to more than 200 orphaned kittens in foster care for one week.

\$500 – Heartworm Hero

Keeping shelter pets healthy so they can find homes is a tool in Reducing Overpopulation. On average we spend \$500 to treat one dog for heartworm disease or to cure one cat of ringworm infection before those pets can find a home.



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\$25,000 Presenting Sponsorship



Promotional & Marketing Benefits

- Customized press release announcing partnership launch included blog post and links to Sponsor products and services. No other sponsors will be recognized at this level.
- Presenting Sponsor recognition in all print, television, radio and digital media advertising, "Celebrity Paws in the Park Presented by Your Company."
 - Official TV Sponsor Live 5 WCSC – CBS Affiliate.
 - Official Radio Sponsor Charleston Radio Group – 101.7 Chuck FM, 92.5 Kickin' Country, Mix 95.9, The Box 99.3, Starz 99.7.
- Produced :30 second recognition spot that includes logo featured on CAS-TV for one year.
- Logo Recognition on Celebrity Paws in the Park event web site and Charleston Animal Society Business Partnerships web page.
- Logo recognition on all event signage, including start / finish line visible to estimated 5,000 Celebrity Paws in the Park participants.
- One full-page display ad in Celebrity Paws in the Park event guide inserted in Charleston City Paper and to distributed to estimated 5,000 event participants.
- Logo recognition on walk t-shirt distributed to 1,000 participants.
- Two full-page display ads in quarterly "Carolina Tails" magazine.
- Once Monthly #ThankfulThursday dedicated recognition during program promotion period.
- Logo recognition weekly in Donor Stewardship e-mail communication.

Consumer Activation / Product Sampling Opportunity

- Prime Location for Branded Sponsor Display.
- Distribution of logo gear / promotional items to 5,000 participants.

Employee & Customer Benefits

- 25 free registrations for Walk for Animals.
- 25 entries to VIP Hospitality House including food and beverages.
- 25 entries to Barks & Brew.
- Personalized support to help your team stay engaged and successfully fundraise.
- Kick-off event led by Charleston Animal Society fundraising team.



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\$10,000 Activity Zone Sponsorships

Choose from One of Six Activity Zones

- Pet Adoption
- Vendor Village
- Main Stage
- Canine Sports Zone
- Barks & Brews Craft Beer
- Walk For Animals

Promotional & Marketing Benefits

- Exclusive logo recognition on Activity Zone designation signage. (Pet Adoption Zone presented by Name of Company).
- Sponsor recognition in print, television, radio and digital media advertising, "2023 Celebrity Paws in the Park."
 - Official TV Sponsor Live 5 WCSC – CBS Affiliate.
 - Official Radio Sponsor Charleston Radio Group – Mix 95.9, 99.3 The Box, 101.7 Chuck FM, 92.5 Kickin Country.
- Logo Recognition on Hot Air Balloon Signage.
- Logo Recognition on Paws in the Park and Charleston Animal Society Business Partnerships web pages.
- Logo recognition on all event signage. Exclusive recognition on Activity Zone entrance sign.
- Quarter-page display ad in Celebrity Paws in the Park event guide inserted in Charleston City Paper and distributed to 5,000 event participants.
- Logo recognition on walk t-shirt distributed to 1,000 participants.
- One half-page display ad in quarterly "Carolina Tails" magazine.
- One #ThankfulThursday dedicated recognition during program promotion period.
- Logo recognition in four Donor Stewardship e-mail communications.

Consumer Activation / Product Sampling Opportunity

- Prime Location for Branded Sponsor Display.
- Distribution of logo gear / promotional items to 5,000 participants.

Employee & Customer Benefits

- 10 free registrations for Walk For Animals.
- 10 entries to VIP Hospitality House including food and beverages.
- 10 entries to Barks & Brew.
- Personalized support to help your team stay engaged and successfully fundraise.
- Kick-off event led by Charleston Animal Society fundraising team.



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\$5,000 VIP Hospitality House Sponsorships

Five Sponsorships available at this level

Promotional & Marketing Benefits

- One of five logos recognized on VIP Hospitality House.
- Sponsor recognition in print, television, radio and digital media advertising, "2023 Celebrity Paws in the Park."
 - Official TV Sponsor Live 5 WCSC – CBS Affiliate.
 - Official Radio Sponsor Charleston Radio Group – Mix 95.9, 99.3 The Box, 101.7 Chuck FM, 92.5 Kickin Country.
- Logo Recognition on Paws in the Park and Charleston Animal Society Business Partnerships web pages.
- Logo recognition in Celebrity Paws in the Park event guide inserted in Charleston City Paper and distributed to 5,000 event participants.
- Logo recognition on walk t-shirt distributed to 1,000 participants.
- One #ThankfulThursday dedicated recognition during program promotion period.
- Logo recognition in four Donor Stewardship e-mail communications.

Consumer Activation / Product Sampling Opportunity

- Prime Location for Branded Sponsor Display.
- Distribution of logo gear / promotional items to 5,000 participants.

Employee & Customer Benefits

- 10 free registrations for Walk For Animals.
- 10 entries to VIP Hospitality House including food and beverages.
- 10 entries to Barks & Brew.
- Personalized support to help your team stay engaged and successfully fundraise.
- Kick-off event led by Charleston Animal Society fundraising team.



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Small Business Sponsorships

\$2,500 Platinum Collar Sponsorship

Promotional & Marketing Benefits

- Logo Recognition on Celebrity Paws in the Park event web site and Charleston Animal Society Business Partnerships web page.
- Logo recognition in Celebrity Paws in the Park event guide inserted in Charleston City Paper and to distributed to estimated 5,000 event participants.
- Logo recognition on walk t-shirt distributed to 1,000 participants.
- Logo on dog watering stations.

Employee & Customer Benefits

- 5 free registrations for Walk For Animals.
- 5 entries to VIP Hospitality House including food and beverages.
- 5 entries to Barks & Brew.
- 10' x 10' Tent, Table and Chairs in Vendor Village.

\$1,000 Gold Collar Sponsorship

Promotional & Marketing Benefits

- Logo Recognition on Celebrity Paws in the Park event web site and Charleston Animal Society Business Partnerships web page.
- Logo recognition in Celebrity Paws in the Park event guide inserted in Charleston City Paper and to distributed to estimated 5,000 event participants.
- Logo recognition on one Dog Watering Station throughout the Celebrity Paws in the Park event venue.
- 10" x 10' Tent, Table and Chairs in Vendor Village.

\$500 Silver Collar Sponsorship

Promotional & Marketing Benefits

- Logo Recognition on Celebrity Paws in the Park event web site and Charleston Animal Society Business Partnerships web page.
- Logo recognition in Celebrity Paws in the Park event guide inserted in Charleston City Paper and to distributed to estimated 5,000 event participants.
- 10" x 10' Tent, Table and 2 Chairs provided for space in Vendor Village.



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