

Charleston  
Animal Society's

paws in  
the park



presented by

More Than a Car Dealer.  
**CREWS SUBARU**

[crewssubaru.com](http://crewssubaru.com)



# 2024 PARTNERSHIP OPPORTUNITIES

SATURDAY, NOVEMBER 23, 2024

BRITTLEBANK PARK

185 LOCKWOOD DRIVE CHARLESTON, SC 29403



Charleston Animal Society  
Since 1874  
Leadership. Tradition. Excellence.



# CHARLESTON ANIMAL SOCIETY 2023 IMPACT RESULTS



## ENDING UNNECESSARY EUTHANASIA

### PET ADOPTIONS

Found families for **4,841** homeless animals, from hamsters to horses, mostly dogs and cats.

### LOST & FOUND

Reunited **896** lost animals with their loved ones through **5,376** hours of research and casework.

### FOSTER HOMES

Cared for **2,152** of the most helpless and vulnerable animals through volunteer foster homes so they can lead healthy and thriving lives with families.

### DISASTER RESPONSE

Rescued **437** animals from harm's way through **18** emergency rescue operations

## ENDING OVERPOPULATION OF DOGS & CATS

### SPAYING / NEUTERING

Spayed or neutered **11,673** animals to prevent the births of countless unwanted litters.

### SHELTER MEDICINE

Alleviated suffering of **9,488** sheltered animals through needed veterinary care in the Sam Greer Spay-Neuter Clinic.

### DISEASE PREVENTION

Administered **28,726** lifesaving vaccines to prevent the outbreak of deadly diseases such as rabies.

### COMMUNITY CAT PROGRAM

Sterilized, vaccinated, and microchipped **2,518** community cats, followed by the return to their natural habitat to reduce their population and prevent thousands of homeless kittens and free roaming cats, along with preventing the deaths of countless birds

## ENDING ANIMAL CRUELTY

### ADVOCACY & INVESTIGATIONS

Provided forensics investigation support to law enforcement agencies in **72** cruelty cases.

### COMMUNITY MEDICINE

Provided **3,914** dogs and cats with veterinary care, pet food, and emergency veterinary assistance to help keep them safe and healthy with their families.

### TEACHING COMPASSION

Taught **7,667** school-age children **23,318** compassion lessons to reduce violence to people and animals, and reinforce humanitarian values.

### FERAL CAT SANCTUARY

Prevented suffering and cruelty for **163** displaced or threatened outdoor cats through permanent sanctuary.



South Carolina's Top Rated Nonprofit and First Animal Protection Organization!





## MISSION

Our mission has remained the same since our founding: The Prevention of Cruelty to Animals. In 1874, Charleston Animal Society became the first animal organization in South Carolina and one of the first in the Nation, helping more than 15,000 animals annually.

## VISION

Our vision is one where all healthy and treatable animals are saved. It's a vision where all people and animals are treated with respect and kindness. And it envisions a world where cruelty is not tolerated.

## COMMUNITY

Each year we care for over 20,000 animals who turn to Charleston Animal Society for compassion and hope. With your help, we will continue to save the lives of every animal brought to our door from hamsters to horses. You are Charleston Animal Society.





## WHAT IS PAWS IN THE PARK?

Paws in the Park presented by Crews Subaru is the largest community fundraising event of the year for Charleston Animal Society! Plan to sit, stay and play all in our various activity zones, enjoy craft beer partake in our Chili Cook-Off and Oyster Roast, listen to live music, and so much more. It's an event for all ages as our community celebrates Charleston Animal Society's 150th Anniversary together!



## WHO YOU CAN REACH



DAY OF EVENT

**3.2K+**

ATTENDEES



FACEBOOK

**256K+**

FOLLOWERS



INSTAGRAM

**35K+**

FOLLOWERS



EVENT SITE

**11K+**

VISITORS



EMAIL

**55K**

SUBSCRIBERS



MAGAZINE

**25K**

CIRCULATION

WEEKLY TV & RADIO APPEARANCES: NEWS 2 NEWS AT NOON | FOX 24 MORNING NEWS  
ABC NEWS LOWCOUNTRY LIVE | KICKING COUNTRY 92.5 | MIX 95.9

# \$25,000 PRESENTING SPONSORSHIP



## PROMOTIONAL & MARKETING BENEFITS

- Customized press release announcing partnership launch.
- Presenting Sponsor recognition in all print, television, radio and digital media advertising, "Paws in the Park Presented by Your Company."
- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Logo recognition on ALL event signage.
- Logo in Paws in the Park event guide.
- Logo recognition on event t-shirt distributed to participants.
- Two full-page display ads in quarterly "Carolina Tails" magazine.
- Once monthly branded social media post during program promotion period.
- Logo recognition in donor e-blasts during program promotion period.

## CONSUMER ACTIVATION/PRODUCT SAMPLING OPPORTUNITY

- Prime location for branded sponsor display.
- 10x10 tent, table, and signage provided.
- Distribution of logo gear/promotional items to participants.

## EMPLOYEE BENEFITS

- 25 free entries into the event.
- 25 entries to VIP Hospitality House including food and beverages.
- 2 parking passes provided.



# \$12,500 ACTIVITY ZONE SPONSORSHIP

## PROMOTIONAL & MARKETING BENEFITS

- Sponsor recognition in print, television, radio and digital media advertising.
- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Logo recognition on event signage plus zone-exclusive signage (i.e. Pet Adoption Zone presented by Name of Company).
- Logo in Paws in the Park event guide.
- Logo recognition on event t-shirt distributed to participants.
- Inclusion in event press release.
- 1/2 page display ad in quarterly "Carolina Tails" magazine.
- One branded social media post during program promotion period.
- Logo recognition in donor e-blasts 4 times during program promotion period.

## CONSUMER ACTIVATION/PRODUCT SAMPLING OPPORTUNITY

- Prime location for branded sponsor display.
- 10x10 tent, table, and signage provided.
- Distribution of logo gear/promotional items to participants.

## EMPLOYEE BENEFITS

- 10 free entries into the event.
- 10 entries to VIP Hospitality House including food and beverages.
- 2 parking passes provided.



# \$5,000 VIP HOSPITALITY SPONSORSHIP

## FIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL

### PROMOTIONAL & MARKETING BENEFITS

- Sponsor recognition in print, television, radio and digital media advertising.
- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Logo recognition on event signage plus VIP-exclusive signage.
- Logo in Paws in the Park event guide.
- Logo recognition on event t-shirt distributed to participants.
- Inclusion in event press release.
- Included in Paws in the Park sponsor thank you ad in "Carolina Tails" magazine.
- One branded social media post during program promotion period.
- Logo recognition in donor e-blasts 2 times during program promotion period.

### CONSUMER ACTIVATION/PRODUCT SAMPLING OPPORTUNITY

- 10x10 tent, table, and signage provided.
- Distribution of logo gear/promotional items to participants.

### EMPLOYEE BENEFITS

- 10 free entries into the event.
- 10 entries to VIP Hospitality House including food and beverages.



# SMALL BUSINESS SPONSORSHIPS

## \$2,500 PLATINUM COLLAR SPONSOR

- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Logo recognition on event signage.
- Logo in Paws in the Park event guide.
- Logo recognition on event t-shirt distributed to participants.
- Included in Paws in the Park sponsor thank you ad in "Carolina Tails" magazine.
- One branded social media post during program promotion period.
- Logo recognition in donor e-blasts 2 times during program promotion period.
- Prime location for branded sponsor display.
- 10x10 tent, table, and signage provided.
- Distribution of logo gear/promotional items to participants.
- 6 free entries into the event.
- 6 entries to VIP Hospitality House including food and beverages.

## \$1,500 GOLD COLLAR SPONSOR

- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Logo in Paws in the Park event guide.
- Included in Paws in the Park sponsor thank you ad in "Carolina Tails" magazine.
- Included in group social media post during program promotion period.
- Prime location for branded sponsor display.
- 10x10 tent, table, and signage provided.
- Distribution of logo gear/promotional items to participants.
- 2 free entries into the event.
- 2 entries to VIP Hospitality House including food and beverages.

## \$750 SILVER COLLAR SPONSOR

- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships web page.
- Included in Paws in the Park sponsor thank you ad in "Carolina Tails" magazine.
- Included in group social media post during program promotion period.
- Table provided.
- Distribution of logo gear/promotional items to participants.
- 2 free entries into the event.





## SPONSOR RECOGNITIONS

SPONSORSHIP LEVEL	PRESENTING SPONSOR	ACTIVITY ZONE	VIP HOSPITALITY	PLATINUM	GOLD	SILVER
SPONSOR AMOUNT	<b>SOLD</b>	\$12,500	\$5,000	\$2,500	\$1,500	\$750

### PROMOTIONAL & MARKETING BENEFITS

LOGO RECOGNITION ON EVENT WEBSITE AND BUSINESS PARTNERSHIP PAGE	✓	✓	✓	✓	✓	✓
ONE BRANDED SOCIAL MEDIA POST	MONTHLY DURING PROMO PERIOD	✓	✓	✓	✓	INCLUDED IN A GROUP POST
LOGO INCLUDED EVENT GUIDE	✓	✓	✓	✓	✓	
INCLUSION ON EVENT SIGNAGE	<b>ALL</b>	PLUS ZONE-EXCLUSIVE SIGNAGE	PLUS VIP-EXCLUSIVE SIGNAGE	✓		
LOGO/NAME ON E-BLAST	ALL DURING PROMO PERIOD	4X DURING PROMO PERIOD	2X DURING PROMO PERIOD	2X DURING PROMO PERIOD		
AD IN CAROLINA TAILS MAGAZINE	2 FULL PAGE	1/2 PAGE	INCLUSION ON THANK YOU AD	INCLUSION ON THANK YOU AD		
LOGO RECOGNITION ON EVENT T-SHIRT	✓	✓	✓	✓		
INCLUDED IN PRESS RELEASE	✓	✓	✓			
RECOGNITION IN PRINT, TV, RADIO, AND DIGITAL MEDIA ADVERTISING	✓	✓	✓			

### CONSUMER ACTIVATIONS & EMPLOYEE BENEFITS

ENTRIES TO THE EVENT	25	10	10	6	2	2
ENTRIES INTO VIP HOSPITALITY HOUSE	25	10	10	6	2	
PRIME LOCATION OF ACTIVATION AREA	✓	✓		✓	✓	
DISTRIBUTION OF LOGO/PROMO ITEMS TO PARTICIPANTS	✓	✓	✓	✓	✓	✓
10X10 TENT, TABLE, AND DEDICATED SIGNAGE PROVIDED	✓	✓	✓	✓	✓	
10X10 SPACE PROVIDED						TABLE PROVIDED
PARKING PASS PROVIDED	2 PASSES	2 PASSES				



# PAWS IN THE PARK

## SPONSOR FORM

NOVEMBER 23, 2024

### PLEDGE INFORMATION

- PRESENTING SPONSOR (\$20,000) **SOLD**
- ACTIVITY ZONE SPONSOR (\$12,500)
- VIP HOSPITALITY SPONSOR (\$5,000)
- PLATINUM BUSINESS SPONSOR (\$2,500)
- GOLD BUSINESS SPONSOR (\$1,500)
- SILVER BUSINESS SPONSOR (\$750)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT INFORMATION

#### PAYMENT METHOD:

- Cash       Check       Bill Me       Online at [CharlestonAnimalSociety.org/Paws](https://CharlestonAnimalSociety.org/Paws)
- Credit Card:     Visa       Mastercard       American Express       Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_      CVV: \_\_\_\_\_

Signature: \_\_\_\_\_      Date: \_\_\_\_\_

Please make all checks payable to Charleston Animal Society. Return completed form to 2455 Remount Road, North Charleston, SC 29406.

### DONOR INFORMATION

Contact Name: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Charleston Animal Society is a 501(c)(3) tax-exempt public charity with Federal Identification Number 57-6021863. Contributions are tax deductible to the extent allowed by law.



## CONTACT US TODAY:

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