



2026 PARTNERSHIP OPPORTUNITIES

SATURDAY, MARCH 21, 2026

BRITTLEBANK PARK

185 LOCKWOOD DRIVE CHARLESTON, SC 29403



CHARLESTON ANIMAL SOCIETY 2024 IMPACT REPORT



ENDING UNNECESSARY EUTHANASIA

PET ADOPTIONS

Found families for **5,040** homeless animals, from hamsters to horses, mostly dogs and cats.

LOST & FOUND

Reunited **698** lost animals with their loved ones through **4,188** hours of research and casework.

FOSTER HOMES

Cared for **2,616** of the most helpless and vulnerable animals through volunteer foster homes so they can lead healthy and thriving lives with families.

EMERGENCY RESCUE

Rescued **598** animals from harm's way through **63** emergency rescue operations.

ENDING OVERPOPULATION DOGS & CATS

SPAYING / NEUTERING

Spayed or neutered a record breaking **15,406** animals to prevent the births of countless unwanted litters.

SHELTER MEDICINE

Alleviated suffering of **9,669** sheltered animals through needed veterinary care in the Sam Greer Spay-Neuter Clinic.

DISEASE PREVENTION

Administered **35,961** lifesaving vaccines to prevent the outbreak of deadly diseases such as rabies.

COMMUNITY CAT PROGRAM

Sterilized, vaccinated, and microchipped **2,656** 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 **85** cruelty cases.

COMMUNITY MEDICINE

Provided **2,442** 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 **34,384** compassion lessons to **11,671** students, helping to reduce violence to people and animals while reinforcing humanitarian values.

FERAL CAT SANCTUARY

Prevented suffering and cruelty for **152** 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 20,000 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 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 Fetch Pet Insurance 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 YOUR Charleston Animal Society's successes!



WHO YOU CAN REACH



DAY OF EVENT

3.2K+

ATTENDEES



FACEBOOK

260K+

FOLLOWERS



INSTAGRAM

42K+

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

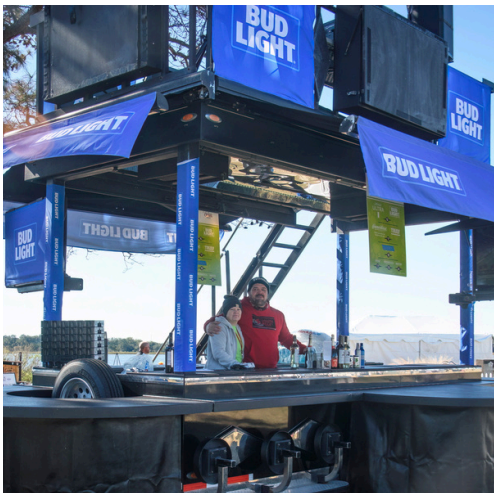
- Customized press release announcing partnership launch.
- Presenting Sponsor recognition in all print, television, radio and digital media advertising, "Paws in the Park Presented by Your Company."
- Logo recognition on Paws in the Park event website and Charleston Animal Society Business Partnerships 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.
- Branded group social media posts 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.

TICKET BENEFITS

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



\$12,500 ACTIVITY ZONE SPONSORSHIP

PROMOTIONAL & MARKETING BENEFITS

- Sponsor one of our nine (9) activity zones:
 - Education Zone, Oyster Area, Adoption Zone, Barkitecture, Chili Zone, Entrance, Lifesaving Zone, Barks N Brews, or the Stage!
- 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.
- Half-page display in quarterly "Carolina Tails" magazine.
- Branded group social media posts 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.

TICKET BENEFITS

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



\$5,000 VIP HOSPITALITY SPONSORSHIP

FIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL

PROMOTIONAL & MARKETING BENEFITS

- **ONE OF 5 SPONSORS**
- 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.
- Branded group social media posts 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.

TICKET BENEFITS

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



ADDITIONAL SPONSORSHIPS

\$2,500 CHILI POD SPONSOR

- **ONLY 5 AVAILABLE!**
- 10x10 tent, table, and signage provided. Location within the Chili Teams Pod!!
- 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.
- Branded group social media posts during program promotion period.
- Logo recognition in donor e-blasts 2 times during program promotion period.
- Prime location for branded sponsor display.
- Distribution of logo gear/promotional items to participants.
- 6 free entries into the event.
- 6 entries to VIP Hospitality including food and beverages.

\$1,500 BARKS & BREWS SPONSOR

- **ONLY 5 AVAILABLE!**
- 10x10 tent, table, and signage provided. Location within Barks & Brews!
- 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.
- Prime location for branded sponsor display.
- Distribution of logo gear/promotional items to participants.
- Logo on the Barks & Brews punch card.
- 2 free entries into the event.
- 2 entries to VIP Hospitality including food and beverages.

\$750 BOOTH 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.
- Tent & 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 | CHILI POD | BARKS & BREWS | BOOTH |
|-------------------|---------------------------|---------------|-----------------|-----------|---------------|-------|
| SPONSOR AMOUNT | \$25,000 | \$12,500 | \$5,000 | \$2,500 | \$1,500 | \$750 |

PROMOTIONAL & MARKETING BENEFITS

| | | | | | | |
|---|-----------------------------|-----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| LOGO RECOGNITION ON EVENT WEBSITE AND BUSINESS PARTNERSHIP PAGE | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| BRANDED SOCIAL MEDIA GROUP POST | MONTHLY DURING PROMO PERIOD | INCLUDED IN GROUP POSTS | INCLUDED IN GROUP POSTS | INCLUDED IN GROUP POSTS | INCLUDED IN GROUP POSTS | |
| LOGO INCLUDED EVENT GUIDE | ✓ | ✓ | ✓ | ✓ | | |
| INCLUSION ON EVENT SIGNAGE | ALL | 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 | 1X DURING PROMO PERIOD | |
| AD IN CAROLINA TAILS MAGAZINE | FULL PAGE | 1/2 PAGE | INCLUSION ON THANK YOU AD | INCLUSION ON THANK YOU AD | 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 | 25 | 10 | 10 | 6 | 2 | |
| PRIME LOCATION OF ACTIVATION AREA | ✓ | ✓ | N/A | ✓ | ✓ | |
| DISTRIBUTION OF LOGO/PROMO ITEMS TO PARTICIPANTS | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 10X10 TENT, TABLE, AND DEDICATED SIGNAGE PROVIDED | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



PAWS IN THE PARK SPONSOR FORM

MARCH 21, 2026

PLEDGE INFORMATION

- ☐ PRESENTING SPONSOR (\$25,000)
- ☐ ACTIVITY ZONE SPONSOR (\$12,500)
- ☐ VIP HOSPITALITY SPONSOR (\$5,000)
- ☐ CHILI POD SPONSOR (\$2,500)
- ☐ BARKS & BREWS BUSINESS SPONSOR (\$1,500)
- ☐ BOOTH BUSINESS SPONSOR (\$750)

Signature: _____ Date: _____

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.

PAYMENT INFORMATION

PAYMENT METHOD:

☐ Cash ☐ Check ☐ Bill Me ☐ Online at 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.



CONTACT US TODAY:

DANIELLE ZUCK

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