



## 2024 - 2025 Organizational Sponsorship Tiers

As a 501c3 nonprofit, Bellwether Harbor Animal Shelter only exists thanks to local community partnerships. Said another way, without your support, the shelter would not be open. We have established the Organizational Sponsorship Tiers below to help support the partner organizations and businesses that fund our day-to-day operations and allow us to serve our community. Tier rewards are customizable and we will work with you to help you get the most out of your support.

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### Bronze Tier (\$500)

Limit 15 per year

- **Social Media Co-Branded Shout-outs:** 2 per year
- **Website Recognition:**
  - **Description:** Your logo and name on the sponsors' page of the Bellwether website.
- **Event Presence:**
  - **Description:** Opportunity to set up a booth at one of our annual public events. One event included at Bronze Tier, additional events extra.
- **Newsletter Co-Branded Shout-out:**
  - **Description:** Sponsorship mention in one edition of our monthly newsletter per year included (Sent to 1,300+ email subscribers with an over 40% open rate). May include multiple sponsors at the same Tier in one mention.
  - **Example:** "And a special thanks to [Your Company Name], one of Bellwether Harbor's Bronze Sponsors! Check out their website at [link] and learn more about our sponsors and sponsorship levels at [link]."

## Silver Tier (\$2,500)

### Limit 10 per year

- **Better Social Media Shout-outs:** 2 per year
- **Co-Branded Social Media Shout-outs:** 2 per year
- **Website Recognition:**
  - **Description:** Logo and name on the sponsors' page with a brief description and a link to the sponsor's website.
- **Event Presence:**
  - **Description:** Booth at two public events of your choice, providing great exposure to our community and highlighting your support.
- **Newsletter Exclusive Shout-Out:**
  - **Description:** One shout-out and one short article (up to four sentences) per year in our monthly newsletter sent to 1,300+ email subscribers with an over 40% open rate. This Tier includes two total newsletter inclusions.
  - **Shout-out Example:** "And a special thanks to [Your Company Name], one of Bellwether Harbor's Silver Sponsors! [One to two custom sentences describing the company or provided service.] Check out their website at [link]."
  - **Article Example:** "Our friends at [Your Company Name] are amazing supporters of Bellwether Harbor. [Your Company Name] offers [brief description of the business]. Check out their website at [link] and learn more about our sponsors and sponsorship levels at [link]."
- **Signage:**
  - **Description:** Recognition on event signage, prominently displaying your company's support. (Must support by January 31, 2025 for the 2025-2026 sponsorship year)



## Gold Tier (\$10,000)

### Limit 5 per year

- **Social Media Exclusive Shout-outs:** 2 per year
- **Better Social Media Shout-outs:** 2 per year
- **Website Recognition:**
  - **Description:** Prominent logo and name on the sponsors' page with a detailed description and a link to the sponsor's website.
- **Event Presence:**
  - **Example:** Opportunity to set up a booth at all public events.
- **Newsletter Feature:** Three shout-outs and one short article (up to four sentences) per year in our monthly newsletter sent to 1,300+ email subscribers with an over 40% open rate. This Tier includes four total newsletter inclusions.
  - **Article Example:** "We're grateful to [Your Company Name] for their generous support. [Your Company Name] provides [brief description of the business]. Visit their website at [link] to learn more."
  - **Marquee Feature Example:** "A heartfelt thank you to [Your Company Name] for their incredible support as a Gold Sponsor. [Your Company Name] specializes in [detailed description of the business]. Learn more about their work at [link], and follow them on social media: [social media links]."
- **Signage:**
  - **Description:** Recognition on all event signage, ensuring high visibility for your company.
- **Press Release:**
  - **Description:** Inclusion in press releases about major events and initiatives, highlighting your company's involvement.
- **Special Events:**
  - **Description:** Invitation to exclusive shelter events and networking opportunities with other key supporters.



### Limit 3 per year

- **Exclusive Social Media Shout-outs:** 4 per year
- **Website Recognition:**
  - **Description:** Top-tier logo placement on the sponsors' page with a detailed description and a link to the sponsor's website.
- **Event Presence:**
  - **Description:** Booth at all public events with prime placement and additional promotional opportunities.
- **Adoption Handouts:** Your business will be included in a one-third-page, black and white handout included with our adoption paperwork to each family who adopts an animal for the duration of your sponsorship. Handout content to be provided by your business in PDF format (we will print).
- **Newsletter Feature:**
  - **Article Example:** "We're honored to have [Your Company Name] as a Platinum Sponsor. [Your Company Name] offers [brief description of the business]. Learn more at [link]."
  - **Marquee Feature Example:** "A big thank you to [Your Company Name] for their tremendous support as a Platinum Sponsor. [Your Company Name] excels in [detailed description of the business]. Visit their website at [link], and follow them on social media: [social media links]."
- **Signage:**
  - **Description:** Top-tier recognition on all event signage and banners.
- **Press Release:**
  - **Description:** Prominent inclusion in all press releases about major events and initiatives, highlighting your company's generous support.
- **Special Events:**
  - **Description:** VIP invitations to exclusive shelter events and networking opportunities with other key supporters. Business will be mentioned by name as a high-level supporter.
- **Naming Opportunities:**
  - **Description:** Option to name a specific program or area of the shelter after the sponsor. We will name your chosen room, with physical signage in the building, in documents that year, and in reference throughout the shelter. Our shelter's large event and training room is reserved for Diamond Tier.
  - **Example:** '(Your Company Name) Dog Kennels' or '(Your Company Name) Kitchen' or "(Your Company Name) Play Yard."
- **Customized Benefits:**
  - **Description:** Tailored benefits to meet the sponsor's specific marketing and community engagement goals.



## Diamond Tier (\$50,000)



### Limit 1 per year

- **Premium Social Media Shout-out:** 4 per year (one every quarter)
- **Website Recognition:** Top-tier logo placement at the top of our sponsorship page with an extensive description and link.
- **Event Presence:** Opportunity for a booth at all public events with prime placement.
- **Adoption Handouts:** Your business will have a one-page, full color handout included with our adoption paperwork to each family who adopts an animal for the duration of your sponsorship. Handout content to be provided by your business in PDF format (we will print).
- **Newsletter Feature:** Three articles and three Diamond-Exclusive Features per year.
  - **Article Example:** Same as Platinum.
  - **Diamond-Exclusive Marquee Feature Example:** "We are honored to have [Your Company Name] as our sole Diamond Sponsor for 2024. [Your Company Name] excels in [detailed description, two to three paragraphs about your business]. Visit their website at [link], and follow them on social media: [social media links]. Their support for Bellwether Harbor helps us achieve our mission."
- **Signage:** Top-tier recognition on all event signage, banners, and promotional materials.
- **Press Release:** Highlighted in all press releases as our exclusive Diamond Sponsor.
- **Special Events:** VIP invitations to shelter events with exclusive business representative speaking opportunity at each event.
- **Naming Opportunities:**
  - **Description:** Option to name a specific program or area of the shelter after the sponsor. We will name your chosen room, with physical signage in the building, in documents that year, and in reference throughout the shelter. Our shelter's large event and training room is reserved for Diamond Tier.
  - **Example:** '(Your Company Name) Training and Education Room.'
- **Customized Benefits:** Comprehensive, tailored benefits package.



## Social Media Benefit Descriptions

### Social Media Co-Branded Shout-out

**Description:** Mention on social media platforms, including tagging your page. This mention will include up to three like-Tier Sponsors in one post.

**Example:** "Thank you to [Your Company Name], and [Two Other Sponsors] three of our Bronze Sponsors in 2024! Your support helps us continue our mission."

### Better Social Media Shout-out:

**Description:** Mention on social media platforms, including tagging your page and a short sentence about your business. Your section of the post will be exclusive to your business, and the post will include up to two additional like-Tier sponsors.

**Example:** "We'd like to send a huge thank you to [Your Company Name] for being a Silver Sponsor of Bellwether Harbor! Your generosity makes a big difference in helping us achieve our mission! Visit [link] to learn more about their services, including [short description]. Also, we want to thank [Two additional Silver Tier Sponsor mentions with similar content as above]."

### Exclusive Social Media Shout-out:

**Description:** Mentions on social media platforms, including tagging your page and a short paragraph about your business. Your post will be exclusive to your partnership and no other sponsors will be included in it.

**Example:** A special thank you to [Your Company Name] for being a Gold Sponsor of Bellwether Harbor for 2024! [Your Company Name] specializes in... [Up to three sentences about your business or products]. Your support helps us care for more animals. Visit [link] for more information about their business.

### Premium Social Media Shout-out:

**Description:** An exclusive post about your business or service, with a tag to your social media page, paragraph about your business, with links, and up to three sponsor-provided photos.

**Example:** A huge thank you to [Your Company Name] for being a Platinum Sponsor! [Two full paragraphs about your product, business, or service, including sponsor-provided links to your web page subpages, etc. and photos]. Your support is crucial to our mission and we are grateful for your support!

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