



**BUSINESS  
BUDDIES**





## ABOUT HELEN WOODWARD ANIMAL CENTER

Helen Woodward Animal Center is a unique, private non-profit organization in San Diego County that has been committed to the philosophy of “people helping animals and animals helping people” for over 40 years. Located on 12 acres in Rancho Santa Fe, California, our nationally recognized Center provides a variety of services that benefit the community through educational and therapeutic programs for people, and humane care and adoption for animals.



Our Adoptions program saves the lives of 3,400 pets each year and another 7,000 benefit from the Companion Animal and Equine hospitals, Club Pet Boarding, and AniMeals in partnership with Meals on Wheels.



Pet Encounter Therapy reaches nearly 20,000 children and adults annually, and the Therapeutic Riding program serves 55 clients each week.



Our Business of Saving Lives Conference enables us to teach the “business of saving lives,” not only on a local level but globally as well.



Approximately 15,000 people a year receive humane education through our Critter Camp program and special tours.



Additionally, our international Home 4 the Holidays® adoption campaign is responsible for finding loving homes to over 13 million animals from over 4,000 organizations since its inception in 1999.



# WE INVITE YOU TO BECOME A BUSINESS BUDDY...

Helen Woodward Animal Center invites you to partner with us in achieving our goal of “people helping animals and animals helping people.” The Business Buddies program offers our partners exposure to residents of San Diego through our various promotional methods and resources.

## Here’s how it works:

All Business Buddies arrangements start with a \$250 donation commitment and then are customized by you, our partner business. You choose:

### Duration of promotion:

Whether you envision a promotion that lasts a single day or all year, we’ll build a benefit plan that works for your business.

### Structure of promotion:

Get creative and find the best way for you and your customers to give to the animals! With years of successful partnerships under our belts (or collars), we’re happy to help you brainstorm options! Here are a few examples to help you meet your quarterly donation goals:

*Event example: “50% of all profits from an event will be donated to Helen Woodward Animal Center.”*

*On-Going Sales example: “\$1 of every purchase from July- September will be donated to Helen Woodward Animal Center.”*

## Benefits

### \$250 Level\*

- A boosted Facebook promotion (35,000 followers)
- Your logo with website link on our Business Buddies webpage (during the agreement period)
- Listing on our online calendar (event only)
- Invitation for two guests to a VIP lunch and tour of the Center

### \$500 Level

- Meet-and-greet with pet(s) at an event (2 hour max)
- Listing on our online calendar (event only)
- Invitation for two guests to a VIP lunch and tour of the Center

### \$1,000 Level\*

- Meet-and-greet with adoptable pets at an event (4 hour max)
- An e-newsletter promotion (20,000 subscribers)
- 1/8 ad in Companion Newsletter (10,000 circulation)
- A boosted Facebook promotion (35,000 followers)
- Your logo with website link on our Business Buddies webpage (during the agreement period)
- Listing on our online calendar (event only)
- Invitation for two guests at a VIP lunch and tour of the Center

*\* Benefits are offered for one quarter and can be renewed for multiple quarters.*

We look forward to speaking with you regarding your participation.

For sponsorship or additional information, please contact

**Renee Resko, Vice President of Development**

**858-756-4117 ext. 347**

**ReneeR@animalcenter.org**

*Your support will not only help save the lives of thousands of orphan pets, but also ensure that the important programs at Helen Woodward Animal Center continue for years to come. Helen Woodward Animal Center is a 501(c)(3) tax-exempt organization and all donations are tax-deductible to the extent permitted by law.*



# BUSINESS BUDDIES Application and Payment Information

Company: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Brief Description of Promotion: \_\_\_\_\_

Twitter handle: \_\_\_\_\_ Facebook name: \_\_\_\_\_

### BUSINESS BUDDY DONATION COMMITMENT LEVEL\*:

\$250     \$500     \$1000     OTHER \$ \_\_\_\_\_

### DURATION OF PROMOTION:

3 MONTHS     6 MONTHS     9 MONTHS     12 MONTHS

**START DATE** \_\_\_\_\_ **END DATE** \_\_\_\_\_

### PAYMENT METHOD:

Check Enclosed     Check Mailed     Visa     Master Card     AmEx     Discover

Card #: \_\_\_\_\_

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

Billing Address: \_\_\_\_\_

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

Card Holder Name (please print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Please attach a high res file (300 dpi) of your logo with this email (.jpg, .tiff, .pdf or .eps file)

### Please email or scan and return to:

Renee Resko, Vice President of Development, at [ReneeR@animalcenter.org](mailto:ReneeR@animalcenter.org)

*\*Payment is due at the end of each quarter*

*\*\*Helen Woodward Animal Center reserves the right to cancel this agreement at any time and issue a refund.\*\**