The HOPE

BENEFITING HELEN WOODWARD ANIMAL CENTER Sunday, November 7th, 2021

> Broadcasting from Helen Woodward Animal Center and airing live on KUSI from 11:00am - 3:00pm



HELEN WOODWARD ANIMAL CENTER

Helen Woodward Animal Center is a unique non-profit organization in Rancho Santa Fe (North County San Diego, CA), which was founded in 1972 to promote the mission and philosophy of "People Helping Animals and Animals Helping People".

The overall goal of the center is to not only save the lives of as many orphan animals as possible, but to provide valuable community services that benefit disabled and disadvantaged children and adults through our many programs: PET (Pet Encounter Therapy), Therapeutic Riding, AniMobile (humane education brought to low-income schools), AniMeals (benefitting seniors and disabled veterans), and Pets Without Walls (benefitting homeless family's pets). These programs are only some of the vital community serivces that we offer to animals and people in need. Our programs strengthen the animalhuman bond through education and training. Join us in making a difference!

HOPE TELETHON

Helen Woodward Animal Center would like to invite you to partner with us for one of our longest running traditions, the HOPE Telethon. The telethon will take place on Sunday, November 7, 2021, from 11am-3pm, broadcasting from Helen Woodward Animal Center and airing live on San Diego's highest rated local weekend news, KUSI. Viewership for last year's HOPE Telethon was to 40,000 homes throughout San Diego County. In previous years the program raised nearly \$800,000 for orphan pets and our programs.

There are many ways for your company to become involved, all of which offer tremendous exposure to residents of San Diego. 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.



PAWS PROGRAM

Our PAW-tners have the opportunity of presenting and supporting HOPE Telethon. The PAWS program combines your team's efforts with the efforts of your customers to meet your company's fundraising goals. Here's how it works:

At the time of check out, your customers are offered the opportunity to purchase a PAW in honor or in memory of their pet. Your customer decides what level they would like to contribute, and writes theirs pet's name on the card. The purchased PAWS can be displayed inside the store to show your support for orphan pets.

Helen Woodward Animal Center will provide all the colorful cardstock PAWS to you. The entire amount of the PAWs purchases are donated to the Center. A minimum \$250 commitment is required in order to join the program. As the amount of PAWS you sell increases, so do your benefits.





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HELEN WOODWARD ANIMAL CENTER HOPE TELETHON

Sunday, November 7, 2021 Airing live on KUSI 11:00am - 3:00pm

SET LOCATION:

Helen Woodward Animal Center Rancho Santa Fe

QUESTIONS/INFO:

Barry Siegel, Sponsorship Phone 858-756-4117 ext. 312 BarryS@AnimalCenter.org Audience **40,000+** households

70% women Age 60+

Above average household income





WE INVITE YOU TO BECOME A SPONSOR OF THE HOPE TELETHON!

Benefits of a Telethon Sponsorship:

- Your company is being tied to the sponsorship of our many programs that benefit thousands of San Diegans and orphan pets each year, such as AniMeals Pet Food Delivery or the Adoption Department's Foster Program.
- Surveys show that 90% of consumers will switch to brands that support a cause.

NEW! \$5,000 Kitten Kam:

• 2-4 times during the program, the Kitten Kam will follow the sweet faces and endearing antics of Helen Woodward Animal Center orphan kittens.

Each segment will be between 1 – 3 minutes. Your logo will be displayed on the television screen for the duration of those segments, AND you will be given verbal recognition during each of those segments.

- Picture of your pet during our Picture Pawfect segment, as owned by Your Name at Your Company.
- Production credit listing
- Logo and URL on our Telethon web page
- Emailed link of your presentation segment, which you can proudly add to your Web site to demonstrate your support for orphan pets.

\$3,000 Hourly Matching Segment Sponsor

(2 segments available per hour)

- 30 Seconds of pre-recorded, on-air promotional segment/commercial (provided by your company)
- Company mentioned as Hourly Matching Segment sponsor
- Logo continuously displayed and company mentioned throughout matching segments hourly.
- "Big" Check walk-on presentation (with our puppies, or bring your own dog and/or family)
- Production Credit Listing
- Logo and URL on our Telethon web page
- Emailed link of your presentation hour

Benefits of being an Hourly Matching Segment Sponsor:

- Your "big" check presentation gives you the opportunity to tell a reporter why you support Helen Woodward Animal Center and orphan pets, thus endearing your company in the hearts of our viewers.
- The cost of purchasing a commercial ad on a major television network is usually cost prohibitive for the average business. This 30-second, sponsorship commercial benefit gives you the opportunity to present a concise message to your key demographic.
- Surveys show that 90% of consumers will switch to brands that support a cause.

\$2,000 Product Placement/Pet Adoption Segment

- Your product on set for duration of 3-hour program, where all pet adoption segments take place (2 per hour) and your own check presentation
- Logo continuously displayed and company mentioned throughout Pet Adoption segments
- "Big" check live television presentation with interview
- Production credit listing
- Logo and URL on our Telethon web page
- Emailed link of your presentation hour

\$1,500 Pet Adoption Segment (2 available per hour)

- Group photo of your staff with their pets (or your logo or other approved company image) in Pet Adoption area, where a Pet Adoption Segment will take place, with verbiage such as "This Pet Adoption Segment brought to you by Your Name." (You provide your own photo, which could be taken at your place of business, as an example, with your business name or logo in background. We create the sign.)
- Your name mentioned before the segment as "This segment is brought to you by Your Name."
- At the end of the segment, on screen verbiage (ex: "Thank you, Your Name, for supporting this Pet Adoption Segment.")
- After the program, you will receive an emailed link of your sponsored segment, which can be added to your web site to demonstrate your support for orphan pets
- Clickable logo on our Telethon web page
- Production credit listing



\$1,500 Animal Success Story Sponsor or Package Sponsor

(7 available per hour)

- Group photo of your staff with their pets on the screen with verbiage such as "Bo's story brought to you by Your Name." (You provide your own photo, which could be taken at your place of business, as an example, with your business name or logo in background.)
- Your name mentioned before the segment as "This segment is brought to you by Your Name."
- Your logo on the screen during the duration of the video segment (1-3 minutes)
- At the end of the video segment, on screen verbiage (ex: "Thank you, Your Name, for supporting pets like Bo.")
- A picture of the pet or description of your package whose story you are sponsoring will be emailed to you to post on your website ahead of the program. You can post the picture on your website with text (ex: "We are proud to have supported Bo's journey. Watch her story on Nov. 7 on KUSI during the Helen Woodward Animal Center Hope Telethon.")
- After the program, you will receive an emailed link of your sponsored segment, which can be added to your web site to demonstrate your support for orphan pets
- Clickable logo on our Telethon web page
- Production credit listing

\$1,000 Animal Showcase Sponsor

- Logo on Animal Showcase area and continuous on-air mentions as sponsor.
- Picture of your pet during our Picture Pawfect segment, as owned by Your Name at Your Company, with tag line.
- Production credit listing
- Logo and URL on our Telethon web page

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Application & tax-deductible payment must be received by November 7, 2021

Company:		Today's Date:						
Contact Name & Title:								
Address:								
City:	State:_		Zip:					
Phone:	E-mail:							
Website:								
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y Mail: elen Woodward Animal Center TTN:		BarryS@anima						

Barry Siegel, Sponsorship

P.O. Box 64, Rancho Santa Fe, CA 92067

animalcenter.org



MISSION STATEMENT

Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect, creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches, locally and globally, the importance of the animal-human bond.

