

HELEN WOODWARD ANIMAL CENTER PRESENTS



Sunday, December 11th, 11am-3pm

Broadcast LIVE on:



2022 SPONSORSHIP OPPORTUNITIES



About 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 also provide valuable community services that benefit disabled and disadvantaged children and adults through our many programs, such as PET (Pet Encounter Therapy), Therapeutic Riding, AniMobile (Humane Education brought to low income schools), and AniMeals (Benefitting Seniors and disabled veterans).

These programs are only some of the vital community services that we offer to animals and people in need that strengthen the animal- human bond through education and training.



Your support of the HOPE Telethon

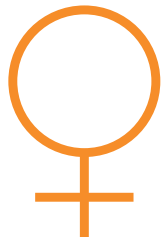
Purchasing television commercial time can be cost prohibitive. AND surveys show that 90% of consumers will switch to brands that support a cause.

Helen Woodward Animal Center invites you to partner with us for one of our longest running traditions, the HOPE Telethon. The telethon will take place on Sunday, December 11th, from 11am-3pm, broadcasting from the Center and airing live on San Diego's highest rated local weekend news, KUSI.

THE POWER OF THE TELETHON



More than
40,000
households tune in



Approximately
70% of Viewership
is Female



The average
age of the
viewer is 60+



The household
income is
Above Average

THE POWER OF OUR REACH



More than
804,000
website views
last year



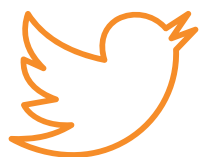
More than
86,562
email subscribers



More than
47,400
facebook
followers



More than
32,400
instagram
followers



More than
14,200
twitter
followers

ON AIR

SO, ARE YOU READY TO BE A STAR?





SPONSORSHIP OPPORTUNITIES



DEADLINE TO BE INCLUDED IN ALL BENEFITS
December 1, 2022

FEATURED ANIMAL SEGMENT SPONSOR

NEW

- HWAC will be featuring the antics of one of our popular animals in pre-recorded segments. These will be shown once an hour for the duration of the broadcast. Each segment will be a minimum of one minute each. Your company's logo will be displayed on the screen for the duration of these segments and your company will receive verbal recognition for this support. Example: "This look at our adorable Beagle Daisy is brought to you by YOUR COMPANY".
- Company representative will be invited to present, live, a "Big Check" with your company's logo and donation amount. You'll be joined during this presentation with an adoptable puppy or you may bring your own pet and/or family!
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Corporate logo or name on pre-event publicity including, but not limited to TV, print, social media postings
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and mentions on two social posts (instagram, Twitter or Linked-in)

\$7,500
2 available



MATCHING VIEWER DONATION SPONSOR

- Throughout a specified hour of the telethon your company will be recognized as a Matching Segment sponsor. Telethon viewers will be told that your company will match donations throughout the hour up to \$5,000! And your logo will be on-screen for the majority of the hour.
- At the end of your donation matching hour a company representative will be invited to present, live, a “Big Check” with your logo and donation amount. Your representative will be joined during this presentation by our puppies and kittens or they may bring their own pet and/or family!
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Corporate logo or name on pre-event publicity including, but not limited to TV, print, social media postings
- Inclusion on Telethon 2022 webpage
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- One mention on our Facebook page and mentions on two social posts (instagram, Twitter or Linked-in)

**\$5,000 Minimum
4 available**

***Minimum level for "check
presentation" is \$5000**



PHONE BANK SPONSOR

NEW

Scheduled phone bank time during live programming with company signage during rotation

- Up to six company representatives per two hour slot. 1 x branded tablecloth (company to provide) for use in the shot
- At least three on-camera views of staff working on phone bank during rotation. Your staff can be wearing your own logo t-shirts
- Opportunity to mention company's name when taking calls, for example, "Thank you for supporting The HOPE Telethon, this is Suzy volunteering from XYZ Corp."
- Company logo will be displayed on-screen when appropriate for a minimum of twice per hour for at least 30 seconds
- Verbal recognition of your support once an hour. Example: "The phone bank is brought to you by "SPONSOR."
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page with 3,200 followers a post event thank you tweet

\$5,000
2 available



SET SPONSOR

NEW

- Company to provide furniture & décor for one of the sets that is used for interviews, check presentations etc. (set needs to be determined)
- Company name to be mentioned throughout the broadcast.
- Company logo will be displayed on-screen when appropriate for a minimum of twice per hour for at least 30 seconds
- Verbal recognition of your support once an hour. Example: “This beautiful set is generously provided by "SPONSOR.”
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$5,000 and/or In-Kind accepted
2 available

PICTURE PAWFECT SPONSOR

NEW

- Exclusive logo placement on all Picture PAWFECT slides aired during the broadcast :30 second segments will air a minimum of 4 times
- Exclusive audio recognition will accompany the slides recognizing your company as the segment sponsor
- Exclusive audio recognition will accompany the slides recognizing your company as the segment sponsor
- Logo on 1400 direct mail pieces sent in early November
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$5,000
1 available

ADOPTABLE PET SEGMENT SPONSOR

- There are approximately 2 pet adoption segments per hour. Each begins and ends with a slide which includes the segment sponsor's name and a picture. Your company may use this photo opportunity to show a group shot of your staff with their pets or a single employee holding their pet. Your logo will be displayed on-slide with the picture along with verbal recognition of your support of the start and end of the segment. Example: "This Pet Adoption Segment is (Has Been) brought to you by YOUR COMPANY."
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- Corporate logo or name on pre-event publicity including, but not limited to TV, print, social media postings
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$2,500 per segment
8 available

ANIMAL SUCCESS STORY SPONSOR

- There are approximately 2 animal success stories per hour. These segments are pre-recorded stories highlighting our orphan pets who have found happiness after overcoming hardships. Each segment begins and ends with a slide which includes the segment sponsor name and a picture.
- Company may use this photo opportunity to show a group of employees with their pets or a single employee holding their pet. Your company logo will be displayed on a slide with the picture along with verbal recognition of your support of the start and end of the segment. Example: "This Animal Success Story is (Has Been) brought to you by YOUR COMPANY"
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$2,500 per segment
8 available

YEAR IN REVIEW SPONSOR

- At the top of every hour, we will do a Year in Review which shows all the ways Helen Woodward has contributed to the community and the way the community has supported us. Each segment begins and ends with a slide which includes the segment sponsor name and a picture.
- Company may use this photo opportunity to show a group of employees with their pets or a single employee holding their pet. Your company logo will be displayed on a slide with the picture along with verbal recognition of your support of the start and end of the segment. Example: "This Year in Review is (Has Been) brought to you by YOUR COMPANY"
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Inclusion on Telethon 2022 webpage
- Telethon-specific email blasts to more than 9,000 active email addresses.
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$2,500 per segment
4 available

KISSING BOOTH SPONSOR

NEW

- At the end of every hour, we will feature a dog in a kissing booth. Your company representative may be the featured person receiving licks and kisses from one of our rescue dogs!
- Your company logo will be displayed on a slide with the picture along with verbal recognition of your support of the start and end of the segment. Example: "These kisses have been brought to you by YOUR COMPANY"
- Company logo and URL will be displayed on the HWAC Telethon web page & in email marketing about the event (November- December)
- We will email your company a link of your check presentation segment which can be added to your company website to demonstrate support for HWAC and orphan pets.
- Inclusion on Telethon 2022 webpage
- Camera-ready artwork for you to reproduce and post/share on your social channels.
- One mention on our Facebook page and a post-event thank you tweet



\$1,500 per segment
4 available

Thank you!!



Contact: Barry Siegel
(858) 756-4117 ext 312
BarryS@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.

