



**Second Chance!**  
animal rescue society

*Critters & Cocktails  
presents*

**MARDIPAWS**

**GALA 2023**

**SPONSORSHIP PACKAGE**



# EVENT BACKGROUND

## UNLEASH YOUR INNER PARTY ANIMAL

Second Chance Animal Rescue Society is proud to announce our premier signature fundraiser: Critters & Cocktails Gala will return Saturday, November 4th 2023, to The Italian Cultural Center.

This will be the 19th annual evening gala. The themed event, an autumn “Mardi Paws” will celebrate the history, culture and music of New Orleans. All proceeds from the event will go to support Second Chance Animal Rescue Society’s efforts.

**DATE: Saturday November 4th, 2023**

**DOORS OPEN: 5:00pm**

To donate an auction item, please call 780-466-SCARS (7227), or email [laurel.cunnington@scarscare.ca](mailto:laurel.cunnington@scarscare.ca) and we will arrange to pick up. You may also drop off at SCARS’ donation drop-off locations which can be found on our website at [scarscare.ca/donation-drop-off-locations/](https://scarscare.ca/donation-drop-off-locations/). The deadline for receipt of donations is Friday, October 27th.

Thank you for your support!



# SPONSORSHIP LEVEL BENEFITS

## Event Sponsor- \$5,000

- Full-page logo and write up in event program
- Full page logo in slideshow
- Company logo on event signage
- Four complimentary tickets to the gala
- Recognition by MC including brief description of your company



## Trip Sponsor- \$5,000

- Full-page logo and write up in event program
- Full page logo in slideshow
- Company logo on event signage
- Four complimentary tickets to the gala
- Recognition by MC including brief description of your company
- Company logo featured during live auction



## Entertainment Sponsor- \$3,000

- Half- page company logo in event program
- Full-page logo in slideshow
- Recognition by MC including brief description of your company
- Two complimentary tickets to the gala
- Company name displayed at DJ booth



# SPONSORSHIP LEVEL BENEFITS

## Wine Sponsor- \$3,000

- Company name on wine bottles
- Sponsor of the aperitif Prosecco
- Half- page company logo in event program
- Full-page logo in slideshow
- Recognition by MC including brief description of your company
- Two complimentary tickets to the gala



*Since 1958*

## Puppy Parade Sponsor- \$1,500

- Quarter page company logo in event program
- Half-page company logo in slideshow
- Company signage at puppy parade



## Puppy Pavilion Sponsor- \$1,500

- Quarter page company logo in event program
- Half-page company logo in slideshow
- Company signage at puppy enclosure



# SPONSORSHIP LEVEL BENEFITS

## Theme Decor Sponsor- \$1,500

- Quarter page company logo in event program
- Half-page company logo in slideshow
- Special mentions by event MC

## Photo Booth Sponsor- \$1,500

- Quarter page company logo in event program
- Half-page company logo in slideshow
- Company name on photobooth

## Program Sponsor- \$1,500

- Quarter page company logo in event program
- Half-page company logo in slideshow
- Special company mentions by event MC

## Volunteer Sponsor- \$500

- Half-page company logo in slideshow
- Company logo on volunteer badges

**SOLD**

**go** kentwood  
ford



# BENEFITS OF PARTNERING

For those without a voice! The generosity of our community and corporate partners enables us to first and foremost reduce animal suffering, making communities safer for pets and people, and complete families through adoption. In addition, it allows us to purchase essential supplies and equipment, host more events, as well as run more educational programming.

## THE POWER OF OUR REACH

- 200+ ACTIVE VOLUNTEERS
- 10,000+ TWITTER FOLLOWERS
- 75,000+ FACEBOOK FOLLOWERS
- 25,000+ INSTAGRAM FOLLOWERS
- 800+ NEWSLETTER SUBSCRIBERS
- 10,000+ WEBSITE VIEWS A DAY

By Partnering with Second Chance Animal Rescue Society, you can:

- Connect with one of the largest animal rescue groups in Alberta and its broad, passionate support base
- Foster social responsibility and give back to the community
- Alignment of company's values with animal welfare, education and community support.
- Include your company name/logo on our social media and website



# OUR COMMITMENT

SCARS is a non-profit, registered charitable organization that is dedicated to reducing the number of homeless, injured and abandoned animals in northern Alberta. Since 2002, SCARS has rescued, rehabilitated and re-homed over 17,000 animals. As we do not receive any type of sustained government funding we rely on the generosity of you, our wonderful supporters. Without you we could not continue to provide care for the hundreds and thousands of deserving animals we take in each year.

Every year SCARS holds fundraising initiatives that support our mission to promote the humane care and protection of all animals and to prevent cruelty and suffering. We are seeking your support to help us reach our goals. We never want to have to turn away an animal in need.

Each has a variety of sponsorship levels with their own unique benefits. We are opening these up to you, our supporters, to select which opportunity best fits you and your organization.

Thank you for your support and making an impact in the lives of the animals we support!

Second Chance Animal Rescue Society (SCARS) is a Society incorporated under the laws of Alberta. Our registered address is PO Box 3045 Athabasca AB T9S 2B9. SCARS plans to raise approximately \$2.1M in 2023 through fundraising campaigns. It is estimated to cost the organization approximately \$210,000 to raise this amount. Funds raised go to support rescue costs, care and medical attention for rescued SCARS animals, and to support our mission to promote the humane care and protection of all animals and prevent cruelty and suffering. For further information regarding donations, please contact Sylvia Christiansen at 780-466-SCAR (7227) or email [scars@scarscare.ca](mailto:scars@scarscare.ca)

