



Second Chance!
animal rescue society 

Event
SPONSORSHIP 2024



BECOME A CORPORATE SPONSOR

SCARS offers local businesses the opportunity to partner with us on an annual basis as a corporate sponsor. The program is designed to compliment your current advertising by helping you reach our thousands of loyal supporters.

Corporate sponsors receive benefits annually that are designed to expand your reach and build brand awareness through an aligned partnership. We will introduce you to our fiercely loyal support base of well over 79,000 animal lovers focused on making an impact in the animal welfare community, through social media outlets, website, and marketing events.

Programs supported by events:

SPAY & NEUTER RETURN

154 of animals impacted in 2023

Spay-Neuter-Return is where we visit partner communities to offer free veterinary services. On request, we transport owned pets to one of our veterinary partners to be spayed or neutered, vaccinated, dewormed, and micro chipped. The pets spend one or more days recovering at the clinic and then we return them to their homes.

WALLS FOR WINTER

45 pet shelters provided in 2023:

The Walls for Winter program provides insulated pet shelters and straw to residents in rural communities that otherwise would not be able to provide warm shelter for their pets.

MAIN RESCUE FUND

2,025 animals impacted in 2023:

This is our main donation collection fund. When you contribute to this fund, you are contributing to a program that pays for emergency veterinary care and ongoing costs of animals in our care.

WHO WE SERVE



Communities



Animals



Volunteers



Supporters

THE POWER OF REACH



79,000+ Followers



10,000+ Daily website viewers



25,000+ Followers



15,000+ Newsletter subscribers

GIMME

Shelter

Saturday, February 10, 2024

Join SCARS for a night out in support of the 2nd Annual Gimme' Shelter Event on Saturday, February 10th at The Canadian Brewhouse - Jensen Lakes. This pub night style fundraiser raises necessary funds for The Walls For Winter Program. Live entertainment, silent auction, and one complimentary special menu beverage.

Walls For Winter is a crucial and important program run by dedicated SCARS volunteers, to source supplies, design, build, paint, and insulate pet shelters that are supplied to rural communities to keep animals safe and warm in harsh Alberta weather conditions.



SPONSORSHIP BENEFITS:

PRESENTING SPONSOR \$5,000:

1 AVAILABLE

- BRAND SIGNAGE DISPLAYED IN HIGHLY VISIBLE AREA
- COMPANY DISPLAY TABLE
- NAMING RIGHTS OF NEXT LITTER OF PUPPIES
- LOGO ON PROMOTIONAL MATERIALS
- RECOGNITION ON SOCIAL MEDIA, WEBSITE AND ANNUAL REPORT

ENTERTAINMENT SPONSOR \$2,500:

1 AVAILABLE

- BRAND SIGNAGE DISPLAYED IN HIGHLY VISIBLE AREAS
- RECOGNITION ON SOCIAL MEDIA AND WEBSITE

PUPPY PAVILION SPONSOR \$1,500:

1 AVAILABLE

- BRAND SIGNAGE DISPLAYED ON PUPPY ENCLOSURE
- RECOGNITION ON SOCIAL MEDIA AND WEBSITE

KITTEN KORRAL SPONSOR \$1,500:

1 AVAILABLE

- BRAND SIGNAGE DISPLAYED ON KITTEN ENCLOSURE
- RECOGNITION ON SOCIAL MEDIA AND WEBSITE

SPRING MARKET TITLE SPONSOR – \$3,000

1 AVAILABLE

- BRAND SIGNAGE IN HIGH VISIBILITY AREAS AT THE EVENT
- COMPANY DISPLAY TABLE
- RECOGNITION ON SOCIAL MEDIA/WEBSITE, AND ANNUAL REPORT

SPRING ADOPTION BOOTH SPONSOR – \$1,000

2 AVAILABLE

- BRAND SIGNAGE ON ANIMAL ENCLOSURES
- RECOGNITION ON SOCIAL MEDIA/WEBSITE

WINTER MARKET TITLE SPONSOR – \$3,000

1 AVAILABLE

- BRAND SIGNAGE IN HIGH VISIBILITY AREAS AT THE EVENT
- COMPANY DISPLAY TABLE
- RECOGNITION ON SOCIAL MEDIA/WEBSITE, AND ANNUAL REPORT

WINTER ADOPTION BOOTH SPONSOR – \$1,000

2 AVAILABLE – 1 SPONSORSHIP COMPLETED BY WESTLOCK VET CLINIC

- BRAND SIGNAGE ON ANIMAL ENCLOSURES
- RECOGNITION ON SOCIAL MEDIA/WEBSITE

SCARS SPRING

Gift Market

Friday, May 3 & Saturday, May 4, 2024

The SCARS Spring Gift Market welcomes small and local businesses with handmade products to sell their items at the Alberta Aviation Museum.

Featuring 100 local vendors with a wide variety of handmade goods, adoptable animals, and photo's with Santa.

This is a pet friendly event with over 3,500 attendees! This market will be a NIGHT market!

SCARS HOLIDAY

Gift Market

Friday, December 20 & Saturday, December 21, 2024

The SCARS holiday gift market welcomes small and local businesses with handmade products to sell their items at the Aviation Museum.

Featuring 100 local vendors with a wide variety of handmade goods, adoptable animals and photo's with Santa.

This is a pet friendly event with over 3,500 attendees! This market will be a NIGHT market!



Tails on the Trails

Second Chance Animal Rescue Society is back for our annual Tails On The Trails event to raise necessary funds to save more deserving dogs and cats, and to provide them with the medical care they need and place them with loving families. Join us for a day of family fun, vendors, puppy yoga, raffles, entertainment, BBQ, beer gardens, and more!

Saturday, July 20, 2024.

TITLE SPONSOR - \$5,000

1 Available

- Brand signage displayed in highly visible areas
- Company logo on event swag
- Recognition on social media/website, and annual report
- Company display table

PRIZE SPONSOR - \$1,500

1 Available

- Recognition on social media/website

PUPPY YOGA SPONSOR - \$1,000

2 Available

- Brand signage on yoga enclosure
- Recognition on social media/website

BEER & BBQ SPONSOR - \$1,000

2 Available

- Brand signage at beer garden tent
- Recognition on social media/website

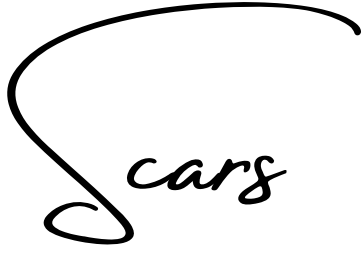
ADOPTION TENT SPONSOR - \$500

4 Available

- Brand signage displayed on enclosure
- Opportunity to provide company swag to adopters
- Recognition on social media/website



PARS FOR



July 26, 2024

Join us for the 4th Annual Pars for SCARS Golf Classic!

Get out on the greens with friends for a great day of golf, local food & beverages, great prizes and of course - adoptable animals!

This tournament anticipates to have over 140 golfers in attendance!



TITLE SPONSOR- \$5,000

1 AVAILABLE PER TOURNAMENT

- ONE TEAM ENTRY
- BRAND SIGNAGE DISPLAYED IN HIGHLY VISIBLE AREAS
- FULL PAGE GREETING/MESSAGE IN PROGRAM
- SOCIAL MEDIA, WEBSITE AND ANNUAL REPORT RECOGNITION

PROGRAM SPONSOR- \$3,500

1 AVAILABLE PER TOURNAMENT

- ONE PAIR ENTRY
- BRAND SIGNAGE DISPLAYED AT RECEPTION AND DINNER
- HALF PAGE GREETING/MESSAGE IN PROGRAM
- SOCIAL MEDIA AND WEBSITE RECOGNITION

GOLF CART SPONSOR \$2,500

1 AVAILABLE PER TOURNAMENT

- BRAND SIGNAGE PROMINENTLY DISPLAYED ON CARTS
- 1/4 PAGE GREETING/MESSAGE IN PROGRAM
- SOCIAL MEDIA AND WEBSITE RECOGNITION

FOOD HOLE SPONSOR \$1,000

3 AVAILABLE PER TOURNAMENT

- BRAND SIGNAGE DISPLAYED AT HOLE
- SOCIAL MEDIA AND WEBSITE RECOGNITION

*FOOD CAN BE PROVIDED IN KIND (1 SERVING PER PARTICIPANT OR CASH DONATION FOR THE PURCHASE)

BEVERAGE HOLE SPONSOR \$1,000

3 AVAILABLE PER TOURNAMENT

- BRAND SIGNAGE DISPLAYED AT HOLE
- SOCIAL MEDIA AND WEBSITE RECOGNITION

*BEVERAGES CAN BE PROVIDED IN KIND (1 SERVING PER PARTICIPANT OR CASH DONATION FOR THE PURCHASE)

HOLE SPONSOR \$500

18 AVAILABLE

- BRAND SIGNAGE DISPLAYED AT HOLE
- SOCIAL MEDIA AND WEBSITE RECOGNITION
- ABILITY TO COME ON THE HOLE AND SUPPORT!

20TH ANNUAL CRITTERS & COCKTAILS

Gala Night Fundraiser

Join us for our 20th Annual Critters & Cocktails gala night fundraiser!
Second Chance Animal Rescue Society's most popular event of the season is taking place
on Saturday, November 2, 2024 at The Italian Cultural Centre.



TITLE SPONSOR - \$5,000

1 Available

- Half page program greeting/message
- Brand signage in high visibility areas
- Social media, website, and annual report recognition
- Naming rights to the event litter of puppies

TRIP SPONSOR - \$5,000

1 Available

- Half page program greeting/message
- Brand signage in high visibility areas
- Social media, website, and annual report recognition
- Naming rights to the event litter of kittens

WINE SPONSOR - \$3,000

1 Available

- Special mention in program
- Brand signage in high visibility areas
- Social media, website, and annual report recognition

20TH ANNUAL CRITTERS & COCKTAILS

Gala Night Fundraiser

Join us for our 20th Annual Critters & Cocktails gala night fundraiser!
Second Chance Animal Rescue Society's most popular event of the season is taking place
on Saturday, November 2, 2024 at The Italian Cultural Centre.



PUPPY PARADE SPONSOR - \$2,000

1 Available

- Special mention in program
- Brand signage in puppy pavillion
- Social media and website recognition

ENTERTAINMENT SPONSOR - \$2,000

1 Available

- Special mention in program
- Social media and website recognition

THEME DECOR SPONSOR - \$1,500

1 Available

- Special mention in program
- Social media and website recognition

VOLUNTEER SPONSOR - \$1,000

1 Available

- Special mention in program
- Logo on volunteer badges
- Social media and website recognition