

*Second Chance!*  
animal rescue society

EVENT  
*Sponsorship*  
PACKAGE 2026



[sponsorship@scarscare.ca](mailto:sponsorship@scarscare.ca) | [www.scarscare.ca](http://www.scarscare.ca)

# BECOME A *corporate* SPONSOR

Second Chance Animal Rescue Society (SCARS) is a non-profit organization whose mission is to make a positive impact on animals and people by engaging with others to rescue and care for companion animals in need. Our vision is a world where all animals are treated with compassion, where no animal is left behind. SCARS helps rural northern communities by taking in pets that are unwanted or slated for euthanasia, as far as our resources allow. We typically have over 400 animals in care at one time, and find loving homes for over 2,000 every year.

Thank you for taking the time to peruse our sponsorship package. Your help allows the work to continue, and your sponsorship support will directly benefit the lives of innocent animals.

If you would like to discuss custom sponsorship opportunities please contact us at: [sponsorships@scarscare.ca](mailto:sponsorships@scarscare.ca)



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

As a corporate sponsor you will 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. You will make an impact in the animal welfare community through our social media outlets, on our website, and at marketing and promotional events.

## PROGRAMS SUPPORTED BY EVENTS:

### SPAY & NEUTER RETURN 200+ animals impacted in 2025

Spay-Neuter-Return is where we visit partner communities to offer free veterinary services. On request, we transported owned pets to one of our veterinary partners to be spayed or neutered, vaccinated, dewormed and microchipped. The pets spend one or more days recovering at the clinic and we then return them to their homes. This program is crucial in reducing the number of unwanted litters being born.

### WALLS FOR WINTER 65 pet shelters provided in 2025

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

### MAIN RESCUE FUND 1500+ animals impacted in 2025

This is our main donation collection fund. When you contribute to this fund you are supporting ongoing veterinary care, food, and shelter costs as well as the many other necessities required to sustain the hundreds of animals we care for throughout the year.

## WHO WE SERVE



Communities

Animals

Volunteers

Supporters

## THE POWER OF REACH



80,000+ Followers

16,000+ Newsletter Subscribers

25,000+ Followers

10,000+ Daily Website Views

9,700+ Followers

Recently becoming active on linkedIn & Threads

# VIRTUAL GOLF *Winter Classic*

JANUARY 17, 2026

**Welcome to our Virtual Golf Winter Classic!**

We're thrilled to be hosting our first annual winter golf tournament and we would love to have you join us. This will be a fun and engaging event that brings together animal lovers and golf enthusiasts alike. It's the perfect combination!

We're inviting compassionate business owners and community partners to join us as event sponsors. Your support will not only showcase your brand to a dedicated and engaged audience, but will also directly fund lifesaving work - vet care, food, shelter and more for countless animals. Let us introduce your company to tens of thousands of potential customers!

**Bonus!!** An Adoption Event will be held in conjunction with our Virtual Golf Winter Classic, bringing in even more attendees!



## SPONSORSHIP BENEFITS

*1 Available for each*

### PRESENTING SPONSOR | \$2500

- Complimentary virtual golf foursome
- Includes recognition as both adoption event & virtual golf sponsor
- Brand signage in high visibility entry area and adoption areas
- Social media and website recognition
- Recognition at event
- Opportunity to set up company info table
- Save the lives of dogs, cats, kittens & puppies

### PRIZE SPONSOR | \$1500

- Complimentary virtual golf foursome
- Brand signage at prize table
- Social media & website recognition
- Recognition at event
- Opportunity to set up company info table
- Save the lives of innocent animals & prevent suffering

### VOLUNTEER SPONSOR | \$500

- Complimentary virtual golf twosome
- Brand signage on volunteer lanyards
- Social media & website recognition
- Recognition at event
- Support lifesaving rescue work

### PRINT/MEDIA SPONSOR | \$500

- Complimentary virtual golf foursome
- Brand signage in all printed matter & commercial ads
- Social media and website recognition
- Recognition at event
- Provide lifesaving care to kittens & puppies

**SPONSORED**



# Gimme Shelter

An Evening of Food, Drink & Comedy  
+ **ADOPTION EVENT**

**FEBRUARY 14, 2026**

Join SCARS for a night out in support of the 4th annual 'Gimme Shelter' event on Saturday February 14 at the Morinville Community Cultural Center. This year we are so pleased to not only host an amazing Italian-themed buffet, but this will be followed by four of the funniest comedians anywhere. It's going to be unforgettable!

Enjoy amazing food, beverages, raffles, a silent auction and much more! All proceeds from this event will go to support SCARS' Walls for Winter program, which provides sturdy, heavily insulated pet shelters that are custom-built for distribution to rural northern communities to keep animals living outdoors all winter safe and warm.

To make this an even more spectacular day, SCARS will host an adoption event and information session the morning of. Attendees can learn about what SCARS does, explore opportunities to get involved, and maybe even meet their new furry best friend!

The Presenting Sponsor will be acknowledged throughout both events. The venue can accommodate up to 250 guests, all of whom will see and hear about your company brand.



## SPONSORSHIP BENEFITS

*1 Available for each*

### PRESENTING SPONSOR | \$3500

- Includes recognition as both adoption event and evening event sponsor
- Engraved company plaque on five outdoor animal shelters
- E-program greeting / message
- Brand signage in high visibility entryway areas
- Social media and website recognition
- Recognition by MC at event
- Naming rights to next available litter of puppies
- 8 complimentary event tickets (full table) with preferred location and access to buffet
- Save innocent lives

### FOOD SPONSOR | \$3000

- E-program greeting / message
- Brand signage in high visibility areas/food service area
- Engraved company plaque on three shelters
- Social media and website recognition
- Recognition by MC at event
- Naming rights to next available litter of kittens
- 4 complimentary event tickets with preferred location and access to buffet
- Prevent suffering of kittens and puppies

### BEVERAGE SPONSOR | \$2500

- E-program greeting / message
- Brand Signage in bar area
- Social media and website recognition
- Recognition by MC at event
- 2 complimentary event tickets
- Facilitate spay and neuter program

### ENTERTAINMENT SPONSOR | \$2000

- E-program greeting / message
- Brand signage on event stage
- Social media and website recognition
- Recognition by MC at event
- Promote compassionate care for companion animals

### SILENT AUCTION SPONSOR | \$1000

- E-program greeting / message
- Brand signage in auction area
- Social media & website recognition
- Provide supplies to build winter shelters
- Provide lifesaving care to kittens & puppies

### THEME DECOR SPONSOR | \$1000

- Special mention in e-program
- Social media & website recognition
- Company logo card on each table
- Alleviate the suffering of dogs & cats

### VOLUNTEER SPONSOR | \$500

- Special mention in e-program
- Social media & website recognition
- Company logo on volunteer badges
- Make the world safer for deserving animals

### PRINT/MEDIA SPONSOR | \$500

- Brand signage on printed matter and commercial ads
- Social media and website recognition
- Recognition at event
- Spread the word about animal rescue

# SCARS Gift Markets

**SPRING MARKET: MAY 2 & 3, 2026**

**FALL MARKET: OCTOBER 24 & 25, 2026**

**HOLIDAY MARKET: DECEMBER 5 & 6, 2026**

Join us in celebrating creativity and community by sponsoring our Spring and Holiday Gift Markets! These vibrant events showcase local artisans, attract diverse crowds, and offer fantastic visibility for your brand. By partnering with us, you'll not only gain exposure through promotional materials and social media, but also demonstrate your commitment to supporting local businesses, craftspeople and artisans.



Together we can create memorable experiences while enhancing your brand's presence in the community.

These pet-friendly markets are always well-attended, with over 100 vendors attracting 3,000 shoppers. Selected adorable, adoptable SCARS animals will be in attendance as well. As a sponsor you will have the opportunity to engage face-to-face with potential customers, share your story, and offer giveaways and samples if you wish. The markets are hosted at the amazing Edmonton Aviation Museum.

## SPONSORSHIP BENEFITS

*1 Available for each market*

**PRESENTING SPONSOR | \$2500**

**SPRING  
SPONSORED**

- Brand signage at market entrance
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Opportunity to attend the market to engage with attendees

**ADOPTION BOOTH SPONSOR | \$1000**

- Brand signage at high-traffic animal adoption area
- Recognition on all social media platforms
- Recognition on SCARS website

**PHOTOS WITH SANTA SPONSOR | \$1000**

- Brand signage at photo area
- Recognition on all social media platforms



# Tails ON THE Trails

**JULY 11, 2026**

When you join us as a sponsor for our 22nd annual pledge walk in beautiful Lions Park in St. Albert, you'll not only be raising funds to save deserving animals' lives, you'll be helping us celebrate community, health, and togetherness. With local vendors, a mouthwatering BBQ, a refreshing beer garden, and best of all... adoptable animals! You'll be at the forefront helping to create a fun-filled day that brings people together for a great cause.

Your sponsorship will help cover event costs, allowing us to save more lives together. In return, you'll gain valuable exposure to a diverse audience, showcasing your brand as a leader in community support. This is a chance to align your business with positive change while connecting with potential customers in a meaningful way.

Our pledge walk has been an integral part of SCARS for the past 22 years. It is one of our most popular annual events, attracting hundreds of participants, from both the local and surrounding areas.

***Thank you for considering this opportunity to make a difference!***



## SPONSORSHIP BENEFITS

### PRESENTING SPONSOR | \$4000

#### *1 Available*

- Brand signage displayed at park entrance as well as high visibility registration area
- Social media and website recognition
- Recognition by MC at event
- Brand logo on event swag
- Company display booth / table

### PRIZE SPONSOR | \$1500

#### *1 Available*

- Brand signage displayed at registration table
- Recognition on all social media platforms
- Recognition by MC at event

### PUPPY YOGA SPONSOR | \$1000

#### *2 Available*

- Brand signage at popular puppy yoga enclosure
- Social media and website recognition
- Recognition by MC at event

### ADOPTION AREA SPONSOR | \$550

#### *2 Available*

- Brand signage at the popular dog / puppy or cat / kitten adoption areas
- Social media and website recognition
- Recognition by MC at event

### BAKE SALE PAVILION SPONSOR | \$500

#### *1 Available*

- Brand signage at the bake sale which is always busy
- Social media and website recognition
- Recognition by MC at event

### VOLUNTEER SPONSOR | \$500

#### *1 Available*

- Social media and website recognition
- Brand signage on volunteer lanyards / badges
- Recognition by MC at event

### PRINT/MEDIA SPONSOR | \$500

#### *1 Available*

- Brand signage on all printed matter and commercial ads
- Social media and website recognition
- Recognition at event
- Provide lifesaving care to kittens and puppies



# Pars FOR Scars

SEPTEMBER 10, 2026 | THE LINKS, SPRUCE GROVE

We're excited to announce our upcoming golf tournament we call PARS for SCARS! We'd like to invite you to partner with us as a sponsor! This event is a fantastic opportunity to showcase your business while supporting a great cause. You'll be visible to over 200 golfers, have the opportunity to network with local leaders, potential customers, and like-minded businesses in a relaxed and enjoyable atmosphere.

Your sponsorship will raise crucial funds to save many lives. Together we can drive change while enjoying a fantastic day on the course. We'd love to share it with you!



## SPONSORSHIP BENEFITS

### PRESENTING SPONSOR | \$5000

*1 Available per tournament*

- One team entry (4 golfers), includes meal
- Brand signage displayed at highly visible tournament registration desk
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Full page greeting / message in program

### PROGRAM SPONSOR | \$3500

*1 Available per tournament*

- One pair entry (2 golfers), includes meal
- Brand signage displayed at reception and dining area
- Recognition on all social media platforms
- Recognition on SCARS website
- Half Page greeting / message in program

### GOLF CART SPONSOR | \$2500

*1 Available per tournament*

- Brand signage displayed on golf carts
- Recognition on all social media platforms
- Recognition on SCARS website
- Quarter page greeting / message in program

### FOOD HOLE SPONSOR | \$1000

*3 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- \*Food can be provided in-kind  
(1 serving/participant or cash donation for the purchase)

### BEVERAGE HOLE SPONSOR | \$1000

*3 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- \*Beverages can be provided in-kind  
(1 serving/participant or cash donation for the purchase)

### HOLE SPONSOR | \$500

*12 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Company representative at hole to engage with golfers

**2  
LEFT**

**SPONSORED**

# ATHABASCA

# Putts FOR Mutts

**AUGUST 22, 2026**

Join us at the Athabasca Golf and Country Club for a day of golfing and fun with SCARS supporters and SCARS animals!

Enjoy an 18 hole texas scramble, have a meal, meet new people and a SCARS animal or two! After covering the cost of the golf and meal, all proceeds of this event go to the SCARS general rescue fund to support ongoing animal rescue and medical attention for SCARS animals.



## SPONSORSHIP BENEFITS

### PRESENTING SPONSOR | \$5000

*1 Available per tournament*

- One team entry (4 golfers), includes meal
- Brand signage displayed at highly visible tournament registration desk
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Full page greeting / message in program

### PROGRAM SPONSOR | \$3500

*1 Available per tournament*

- One pair entry (2 golfers), includes meal
- Brand signage displayed at reception and dining area
- Recognition on all social media platforms
- Recognition on SCARS website
- Half Page greeting / message in program

### GOLF CART SPONSOR | \$2500

*1 Available per tournament*

- Brand signage displayed on golf carts
- Recognition on all social media platforms
- Recognition on SCARS website
- Quarter page greeting / message in program

### FOOD HOLE SPONSOR | \$1000

*3 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- \*Food can be provided in-kind  
(1 serving/participant or cash donation for the purchase)

### BEVERAGE HOLE SPONSOR | \$1000

*3 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- \*Beverages can be provided in-kind  
(1 serving/participant or cash donation for the purchase)

### HOLE SPONSOR | \$500

*12 Available per tournament*

- Brand signage displayed at hole
- Recognition on all social media platforms
- Company representative at hole to engage with golfers

# 22ND Annual CRITTERS & COCKTAILS

# Gala Night



**NOVEMBER 7, 2026**

SCARS is so pleased to offer this special sponsorship opportunity in support of our annual flagship event 'Critters & Cocktails'!

When you join us you will become an important part of a special evening dedicated to the rescue of animals in need. As a sponsor, your business will play a crucial role by providing shelter, medical care, and most importantly, 'Second Chances' for countless animals.

In return, your business will gain valuable exposure within the community, showcasing your commitment to animal welfare and social responsibility. Our gala normally hosts 400+ guests, including many business and community leaders.

Guests at the gala will be welcomed with a complimentary glass of wine before entering the exquisitely decorated main hall. Our guests will enjoy a sumptuous buffet dinner, shop the extensive silent and live auctions, view the highly anticipated video showcasing SCARS' remarkable rescue efforts over the past year, and much, much more.

With numerous sponsorship levels available, there's an opportunity for everyone to make a difference. **Together we CAN save lives!**

## SPONSORSHIP BENEFITS

*1 Available for each*

### PRESENTING SPONSOR | \$7500

- Brand signage in high visibility, entryway areas
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition by MC at event
- Naming rights to the event
- Litter of puppies (as available)
- 4 complimentary gala tickets

### TRIP SPONSOR | \$5000

- Brand signage in high visibility, entryway areas
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition by MC at event
- Naming rights to the event
- Litter of kittens (as available)
- 2 complimentary gala tickets

### MEAL SPONSOR | \$5000

- Brand signage at meal service areas
- Recognition on all social media platforms
- Recognition on SCARS website
- 2 complimentary gala tickets

### WINE SPONSOR | \$3500

- Brand label on bottles
- Recognition on all social media platforms
- Recognition on SCARS website



# CRITTERS & COCKTAILS SPONSORSHIP BENEFITS CONTINUED

## PUPPY / KITTEN

### PAVILION SPONSOR | \$2000

- Brand signage displayed at pavilions
- Recognition on all social media platforms
- Recognition on SCARS website

### ENTERTAINMENT SPONSOR | \$2000

- Brand signage in high visibility areas
- Recognition on all social media platforms
- Recognition on SCARS website

### LIVE AUCTION SPONSOR | \$2000

- Acknowledgement at event from auctioneer
- Recognition on all social media platforms
- Recognition on SCARS website

### SILENT AUCTION SPONSOR | \$1500

- Brand signage at auction area
- Recognition on all social media platforms
- Recognition on SCARS website

### PHOTOBOOTH SPONSOR | \$1500

- Recognition on all social media platforms
- Recognition on SCARS website
- Company logo on digital photos

### THEME DECOR SPONSOR | \$1500

- Acknowledgement on table centerpieces
- Recognition on all social media platforms

### VOLUNTEER SPONSOR | \$1000

- Recognition on all social media platforms
- Recognition on SCARS website
- Company logo on volunteer badges

