



# VALLEY ANIMAL CENTER

A NO-KILL SHELTER

## OCTOBER 2023



Valley Animal Center's annual Halloween campaign, "Save the Animals," is a hybrid fundraising campaign that started in October 2020 as a way to celebrate Halloween and raise additional funds for the animals in our care.

The month-long campaign is one of our marketing team's most creative efforts, as it involves finding unique ways to raise funds through events, elaborate storytelling, and filmmaking.

## OUR MISSION

As the largest, private no-kill shelter for dogs and cats in the Central Valley, we are dedicated to uniting dogs and cats with loving people.

Over the course of 30 years, we have worked tirelessly to fulfill our vision to be known as the leading resource for the health and well-being of companion animals, and since our early beginnings as the California Feline Foundation, we have grown to include dog and cat adoption centers, a low-cost clinic, a membership-based dog park and cat club, affordable dog training, dog therapy, and pet grooming.

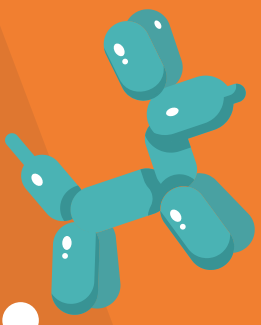
## SPONSOR SUPPORT

Sponsorships are crucial to the success of our organization, as we do not receive government funds and rely heavily on our supporters.

This Halloween, we ask that you please consider helping us continue our work and sponsor our Halloween campaign.

Supporting Valley Animal Center as a campaign sponsor demonstrates your commitment to the Fresno community, and opens doors to new clients and customers!





# SPONSORSHIP LEVELS

Halloween at Valley Animal Center provides our staff members with the opportunity to be creative, and since the campaign was first developed in 2020, it has helped us offer a team bonding experience for all involved. Through creative storytelling and events, we seek to raise funds that benefit the homeless dogs and cats at the shelter.

This October, our goal is to raise \$30,000 in additional funds, and any of the sponsorship opportunities below will be applied to our Halloween 2023 campaign. We do accept a combination of sponsorships, and our marketing team will gladly accommodate your benefits depending on your donation amount.



As a "Come One, Come All" Halloween 2023 Campaign Sponsor, your funds will help us continue to pursue our mission to unite dogs and cats with loving people. Additionally, with your sponsorship, we can surprise spectators and trick-or-treaters who attend our culmination event\* with **FREE ENTRY!** When you donate \$10,000 to help us "Save the Animals" this October, we will happily offer you the following benefits:

- Company logo on our Home Page for one year
- Prime placement of your company's logo on all marketing materials
- Six sponsorship signs in each shelter for one year
- Mentions in media coverage
- Your company banner displayed at culmination event\*
- One exhibit booth at culmination event\*
- Ten 20-minute sessions at Halloween photo BOOTH\*\*
- Paw Press e-newsletter recognition
- Facebook and Instagram recognition



As a "Step Right Up!" Halloween 2023 Campaign Sponsor, your funds will help us continue to pursue our mission to unite dogs and cats with loving people. When you donate \$5,000 to help us "Save the Animals" this October, we will happily offer you the following benefits:

- Company logo on our Home Page for six months
- Your company's logo on all marketing materials
- Four sponsorship signs in each shelter for six months
- Mentions in media coverage
- Your company banner displayed at culmination event\*
- One exhibit booth at culmination event\*
- Six 20-minute sessions at Halloween photo BOOTH\*\*
- Twenty passes to culmination event\*
- Paw Press e-newsletter recognition
- Facebook and Instagram recognition



\*Our culmination event, Halloween Trunk-or-Treat Car Show & Carnival Creepshow, will take place at our location at 3934 N. Hayston Ave. in Fresno on Saturday, October 28, 2023, from 1 p.m. to 7 p.m. Estimated attendance is 3,000.

\*\*Each session includes one 4x6 print copy to take home the day of and three digital prints to share online with friends and family.



## "THE BOO CREW"

As a member of "The Boo Crew," your donation will be allocated to helping us decorate our facility in the spirit of Halloween! From our beloved annual photo BOOTH opportunity to our Halloween Trunk-or-Treat Car Show, your donation will help us put the BOO in fa-BOO-lous!

This year, our theme for our Halloween Trunk-or-Treat Car Show is "Carnival Creepshow," and with help from the RavenMortem Hearse Club, our goal is to transform our grand lobby and admin offices into a carnival extravaganza complete with clowns, balloons, entertainers, and so much more!

Depending on your donation, we will happily offer you the following benefits:

**LEVEL 1**  
\$50

- Your name listed on our campaign landing page

**LEVEL 2**  
\$500

- Your name listed on our campaign landing page
- One exhibit booth at culmination event\*
- Two passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition

**LEVEL 3**  
\$1,500

- Company logo on our campaign landing page
- Two 20-minute sessions at Halloween photo BOOTH\*\*
- One exhibit booth at culmination event\*
- Six passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition
- Instagram stories recognition

**LEVEL 4**  
\$2,500

- Company logo prominently displayed on our campaign landing page
- Mentions in media coverage
- Three 20-minute sessions at Halloween photo BOOTH\*\*
- One exhibit booth at culmination event\*
- Ten passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition
- Facebook and Instagram stories recognition

Please note that while your donation will be allocated to supplies and decor, it will be applied to our Halloween 2023 campaign.

## "MOUNDS OF FUN"

One box of candy mix between 5 and 8 pounds can cost up to \$50!

As a "Mounds of Fun" Candy Sponsor, your donation will help us provide the children of our community another spook-tacular Halloween experience, not only at our Halloween 2023 campaign culmination event, Halloween Trunk-or-Treat Car Show & Carnival Creepshow, but also at other events we will be participating in throughout the month of October.

Depending on your donation, we will happily offer you the following benefits:

**LEVEL 1**  
\$50 (1 BOX)

- Your name listed on our campaign landing page

**LEVEL 2**  
\$500 (UP TO 10 BOXES)

- Your name listed on our campaign landing page
- One exhibit booth at culmination event\*
- Two passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition

**LEVEL 3**  
\$1,500 (UP TO 30 BOXES)

- Company logo on our campaign landing page
- Two 20-minute sessions at Halloween photo BOOTH\*\*
- One exhibit booth at culmination event\*
- Six passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition
- Instagram stories recognition

**LEVEL 4**  
\$2,500 (UP TO 50 BOXES)

- Company logo prominently displayed on our campaign landing page
- Mentions in media coverage
- Three 20-minute sessions at Halloween photo BOOTH\*\*
- One exhibit booth at culmination event\*
- Ten passes to culmination event\*
- Your company banner displayed at culmination event\*
- Paw Press e-newsletter recognition
- Facebook and Instagram stories recognition

Please note that while your donation will be allocated to supplies and decor, it will be applied to our Halloween 2023 campaign.

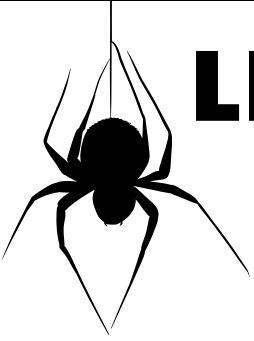


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# READY FOR A GOURD TIME?

## LET'S BOO-GIE!



[www.valleyanimal.org/halloween-2023-sponsorship-opportunities](http://www.valleyanimal.org/halloween-2023-sponsorship-opportunities)

### HALLOWEEN PHOTO BOOTH

Twenty-minute photo sessions with our graphic/web designer and photographer will be available on the following dates and times (subject to change). Cost is \$35 with a booked appointment and \$40 at the door. Fees will be applied to our Halloween 2023 campaign and include one 4x6 print copy to take home the day of and three digital copies (available within one week of session) to order your own prints or share online with friends and family! **Photo BOOTH is available to all - not just pets!**

#### WEEK 1

October 5: Noon to 7 p.m.  
October 6: Noon to 7 p.m.  
October 7: 10 a.m. to 5 p.m.

#### WEEK 2

October 12: Noon to 7 p.m.  
October 13: Noon to 2 p.m. and 4 p.m. to 7 p.m.  
October 14: 10 a.m. to 5 p.m.



## TRUNK-OR-TREAT CAR SHOW

OCTOBER 28

1PM-5PM

Join us for our third annual Halloween Trunk-or-Treat Car Show from 1 p.m. to 5 p.m. on Saturday, October 28, 2023!

Vehicle registration starts as low as \$10 and when you sign up, you'll automatically be entered to win:

BEST IN SHOW

BEST DECORATED

MOST UNIQUE

TOP 10



ROLL-IN  
11AM\*

AWARDS  
4:30PM

\*At 12:30 p.m., all vehicles must be placed and all driveways clear to ensure the safety of our spectators and trick-or-treaters.

FOOD & DRINKS  
SHOPPING VENDORS  
ACTIVITIES  
RAFFLE PRIZES  
AND SO MUCH MORE!



GARNIVAL GREEPSHOW  
OCTOBER 28  
STARTS AT 1PM



### OUR SPOOK-TACULAR REACH



1,250,000  
yearly page reach

22,500  
followers

64,000  
yearly page visits



78,600  
yearly page reach

11,100  
followers

12,700  
yearly profile visits



9,800  
subscribers

At Valley Animal Center, we have positive media relations with the top news organizations in Fresno. Our press releases and events generally attract the attention of local media outlets!

At last year's Halloween Trunk-or-Treat Car Show, we welcomed more than 3,000 people, and that doesn't include individuals overseeing vendors and vehicles!



## THANK YOU FOR CELEBRATING HALLOWEEN WITH US!

[www.valleyanimal.org/halloween-2023](http://www.valleyanimal.org/halloween-2023)



@valleyanimalcenter