



CITY OF IRVINE  
ANIMAL CARE CENTER

# ANNUAL SPONSORSHIP OPPORTUNITIES



**Super Pet Adoption**



**Home** *for the*  
**Holidays**





COMMUNITY SERVICES  
Irvine Animal Care Center

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Dear Community Partner,

The Irvine Animal Care Center provides shelter, care, and enrichment for homeless, neglected, abused, or unwanted animals. Each year, the center sponsors two major public adoption events, Super Pet Adoption in June and Home for the Holidays in December.

We invite you to be part of the center's team as an annual event sponsor. Becoming an annual sponsor provides your organization or business with an abundance of opportunities to promote your mission or services to thousands of Irvine residents and visitors.

Information regarding the various levels of sponsorships, including marketing and publicity benefits, is enclosed for your review. We encourage you to consider this unique opportunity to highlight your products or services while at the same time benefitting the worthwhile cause of animal welfare in our community.

For additional information, please contact our front office at 949-724-7740 or [animalcare@cityofirvine.org](mailto:animalcare@cityofirvine.org).

Kind regards,  
The Irvine Animal Care Center

# BENEFITS OF SPONSORSHIP

## PROMOTION

- Prominent display of your company name and logo on banners, event fliers, and promotional materials.
- Prominent logo placement on the City of Irvine and Irvine Animal Care Center's website and social media outlets including Facebook, Instagram, and Twitter.
- Day-of-event advertising at individual booth (opportunity to distribute business cards and brochures).
- Brand identification as animal-friendly can increase positive association for your company.

## EXPOSURE

- Irvine Animal Care Center events typically attract 5,000 or more attendees, including a large number of families interested in owning a pet (82 percent of families in the U.S. own a pet).
- Center event web posts are typically viewed by more than 32,000 people and shared by more than 2,000.
- Participating food trucks have their own following; your company will gain exposure to people who attend the event to patronize particular food trucks.

## IMPROVE ANIMAL WELFARE

- Between 200 and 300 animals are adopted at each special event.
- As a center sponsor, you are helping to continue the work of our *Third Chance for Pets* program in which animals from area shelters impacted by overcrowding and lack of resources are transferred to the center for adoption. Sponsorships also support the center's *Enhanced Care* program, which provides specialized care to meet the needs of animals that have been injured, neglected, or require additional medical treatment.

## SOME OF OUR PAST SPONSORS:

AVSG After Hours | ASPCA | Cox Homelife | Delca Corporation | Excel Packaging  
Go Country 105 FM | Irvine Subaru | Irvine Veterinary Services | Komfy Pet Products Inc.  
Lunarpages Internet Solutions | Mars Petcare | Orange County Register | PetSmart  
PetSmart Charities | Royalty Carpet | Stanbridge College | Taco Bell Corp.  
VCA Orange County Veterinary Specialists



# ANNUAL SPONSORSHIP

Annual sponsorship includes promotional opportunities at the Irvine Animal Care Center's two major adoption events, **Super Pet** and **Home for the Holidays**, and recognition as a supporter on numerous publications and social media outlets.

## **GRAND CHAMPION            \$15,000**

- Limited to one company per year
- Top billing on large banners at all events
- Naming privilege for largest open yard
- Company logo on all printed materials for both major adoption events
- Company name displayed on center website with direct links to sponsoring company website for one year
- Large booth in prime location at both major adoption events
- Company name on Donor Wall located at the center

## **BEST OF BREED                \$10,000**

- Limited to one company per year
- Recognition on large banners at all events
- Naming privilege for an open yard
- Company logo on all printed materials for both major adoption events
- Company name displayed on center website with direct links to sponsoring company website for one year
- Large booth at both major adoption events
- Company name on Donor Wall located at the center

## **PET PARTNER                 \$5,000**

- Company name and logo on an open yard for one year
- Company logo on all printed materials for both major adoption events
- Company name displayed on center website with direct links to sponsoring company website for one year
- Large booth at both major adoption events
- Company name on Donor Wall located at the center

## **FRIENDS OF THE ANIMALS            \$2,000**

- Company logo on all printed materials for both major adoption events
- Company name displayed on center website with direct links to sponsoring company website for one year
- Booth at both major adoption events
- Company name on Donor Wall located at the center



## ANNUAL SPONSORSHIP APPLICATION

SPONSOR NAME (as you would like to be recognized)			
CONTACT			PHONE
ADDRESS			EMAIL
CITY	STATE	ZIP	WEBSITE

### SPONSORSHIP LEVEL

- GRAND CHAMPION** \$15,000       **PET PARTNER** \$5,000  
 **BEST OF BREED** \$10,000       **FRIENDS OF THE ANIMALS** \$2,000

### PAYMENT INFORMATION

- CHECK NO. \_\_\_\_\_ Make check payable to IRVINE ANIMAL CARE CENTER  
 CREDIT CARD (you will be contacted within 10 business days to provide credit card payment)

Please email or fax your completed Sponsorship Application to the center. Once your completed Sponsorship Application has been received, you will be contacted by the Special Events team to confirm your participation.

IRVINE ANIMAL CARE CENTER  
6443 Oak Canyon  
Irvine, CA 92618  
City of Irvine - Tax ID# 95-2759391

ATTN: Annual Sponsorship Opportunities  
[animalcare@cityofirvine.org](mailto:animalcare@cityofirvine.org)

Phone: 949-724-7740  
Fax: 949-724-7749

**Thank you for your support of the Irvine Animal Care Center.**