

2023's Business Pawtnership Plan

"Did you know that 82% of shoppers want a company's values to align with their own? By teaming up with WCHS, a business can engage more elusive customers, and stand out in a crowded market."

"I will use my good looks and charm to get their interest in helping WCHS save pet lives."



Breed of Business Support

WCHS's **Business Pawtner Program** is a unique combination of marketing and event recognition designed to "fetch" community-minded consumers who value companies like yours – businesses that strive to keep the place in which we live vibrant and humane.

Pawtners are companies with a longstanding commitment to the community and concern for the community's well-being – that's YOU!

Partners share WCHS's belief that the way we treat animals reflects the health of our community.

Indicators of a healthy, happy community include:

More:

- Families with pets enjoying our community
- Pet adoptions from the shelter
- People able to feed their pets
- Access to veterinary care for struggling residents
- Rabies-vaccinated dogs and cats

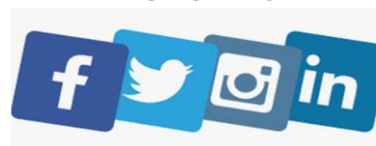
Fewer:

- Stray dogs and cats roaming the streets
- Animals struck by cars
- Sick orphaned kittens
- Lost dogs turned into the shelter
- Cruelty investigations

A New Breed of Business Support 2023 12.19.22

Our Reach

15,000 LOCAL SOCIAL MEDIA
FOLLOWERS



10,000 EMAIL SUBSCRIBERS

2,500 ANNUAL ADOPTERS, CLINIC
CLIENTS

9,800 UNIQUE WEBSITE VIEWS

The **Business Pawtnership Program** is year-long! The benefits below provide multiple opportunities to feature your company in various ways.

*WCHS transforms the lives of animals and the people who love them through life-saving programs that find animals homes, serve animals and people in times of crisis, prevent future homelessness through spay and neuter and engages the community to be a part of the solution. **Together with our partners we improve the lives of over 2,600 animals each year, but we can't do it without you!***

Pawtners can receive:

- ✓ **Recognition** and representation at WCHS events
- ✓ Coverage in **weekly emails** to supporters
- ✓ Mention on **social media** channels
- ✓ **Inserts** in go-home packets for WCHS adopters & clients
- ✓ Listed on the **website**
- ✓ 2023 **Pawtner Award** to display

Benefits vary based on financial commitment.

2023 Pawtnership Benefits

Benefits per commitment level		Protector \$6,000	Champion \$4,000	Advocate \$2,500	Ally \$1,000	Supporter \$500
Customization	Tailor the plan by adding to your offering.	X				
	Included in various on air promotions	X	X			
Digital & Social Media	Featured in dedicated social media post(s)	3	2	1		
	Included in selected emails to subscribers, in addition to event-related emails	Company feature or coupon/special	X	X		
Event Recognition	Placement on Annual Walk materials - location dependent on financial commitment	X	X	X	X	X
	Have a spot to promote your company during the Walk	X	X	X	X	X
	Opportunity to include giveaways and promotional materials in event bags	X	X	X	X	X
	Company logo on 2023 T-Shirt	X - includes 8 free shirts	X - includes 6 free shirts	X - includes 4 free shirts	X - includes 2 free shirts	X
	Placement on Pet Remembrance Luminaries event materials - 2022 was a smashing success!	X - includes 20 Luminaires & tickets to reception	X - includes tickets to reception			
General Love	Company logo on Website	X	X	X	X	X
	Paw-tner Award to display at your location	X	X	X	X	X
	Company named as Match \$2,000 Donor for Appeal	X	X			
	Company Thanked in 2023 Annual Report	X	X	X	X	X
	Able to include materials in Adoption and Clinic Client packets March - June or July - October	X	X	X	X	
	Host special supply drive during a National Pet Day	X	X	X	X	
Community Pet Safety	National Pet ID week in April. Your company provides 150 Free Pet ID tags.	X	X	X		
	Company featured during 2023 Summer-long Heat Awareness Campaign. Includes signage & PSA material.	X	X	X		
	National Pet Fire Safety in July. Your company sponsors 100 FREE Pet Fire Rescue Window Decals.	X	X			

Thank you to longtime partners and friends:



2023 Business Pawtner Commitment Form

Please complete this form and return it to **Alison Richard**, Development Associate
 by email to: Alison@WindhamCountyHumane.org
 by mail to: WCHS, PO Box 397, Brattleboro, VT 05302

Community Initiatives and Events begin in February!

Your Information

Individual or Business Name:	
	(Please Print precisely how you want it to appear)
Business Contact Name:	
Business Contact Title:	
Mailing Address:	
Phone:	
Email Address:	
Website:	

Business Paw-tnership Level

Check Box	Level	Amount
<input type="checkbox"/>	Protector	\$6,000
<input type="checkbox"/>	Champion	\$4,000
<input type="checkbox"/>	Advocate	\$2,500
<input type="checkbox"/>	Ally	\$1,000
<input type="checkbox"/>	Supporter	\$500



Payment Information

Check Box	Payment Details
<input type="checkbox"/>	I have enclosed a check payable to WCHS
<input type="checkbox"/>	I am paying by credit card (please circle one): Mastercard Visa American Express
<input type="checkbox"/>	Credit Card # _____
<input type="checkbox"/>	Expiration Date ____/____ Security Code _____ (3- or 4-digit number on back of card)
<input type="checkbox"/>	Billing Address _____
<input type="checkbox"/>	Signature _____
<input type="checkbox"/>	I would like to be billed . Please mail me an invoice.

Extra Love in 2023

I want to donate the following services or items for WCHS 2023 Auction Fundraisers:
In addition to my 2023 Business Pawtnership I would like to make a monetary donation in the amount of: \$ _____
I want my company to give to the new building. Contact me to discuss giving to the "Let's Build Them A Better Future" campaign. <input type="checkbox"/>

We will follow up with you for a **print-quality logo** (if applicable, based on your Pawtnership level)