



CAT TOWN

SECOND CHANCE SOIRÉE

OCTOBER 5, 2019

2019 SPONSORSHIP OPPORTUNITIES



SPONSOR CAT TOWN'S *Second Chance Soirée*

WITH EMCEE DIANE DWYER
KTVU & NBC JOURNALIST

OCTOBER 5, 6:00 PM - 10:00 PM

AT OAKLAND'S HISTORIC
PRESERVATION PARK



Cat Town's mission is to transform the approach to saving shelter cats, reducing euthanasia nationwide. While most rescue organizations support their local shelter by focusing on confident cats who are easily adopted, Cat Town focuses on the cats at highest risk of being killed. We've proven these cats are highly adoptable, and helped reduce the euthanasia rate at Oakland Animal Services, Oakland's municipal shelter, by more than 70% since 2011.

Cat Town helps shy, scared, and stressed cats by **removing the cage from the equation**. Many cats respond to shelter cages with fear or aggression, making it challenging to see their real personalities. Cat Town places cats who appear challenging at the shelter into our Adoption Center, or one of our loving foster homes, where they can be themselves.

We also provide specialized support for cats with more complex needs:



We cover the medical care of **senior cats like Nancy** for their entire lives, so anyone can afford to give cats the life they deserve.



If 4-month-old **kittens like Lanai** don't trust people, they face euthanasia. We help them build that trust.



Oakland's underfunded shelter often cannot help **sick and injured cats like Matilda**, so we get them the urgent medical care they need.

**YOUR SPONSORSHIP TODAY CAN HELP US TRANSFORM
CAT RESCUE NATIONWIDE!**

Support Your Community, Reach Your Audience

Cat Town's supporters and fans, primarily women aged 25-44, share a love of green living, photography, cooking, and of course — cats. Our website reaches more than 155,000 unique visitors each year, and we engage Facebook and Instagram audiences of 18,000 and 30,200 respectively, with our greatest reach right in our own Bay Area.

AUDIENCE

FACEBOOK

18K FOLLOWERS

INSTAGRAM

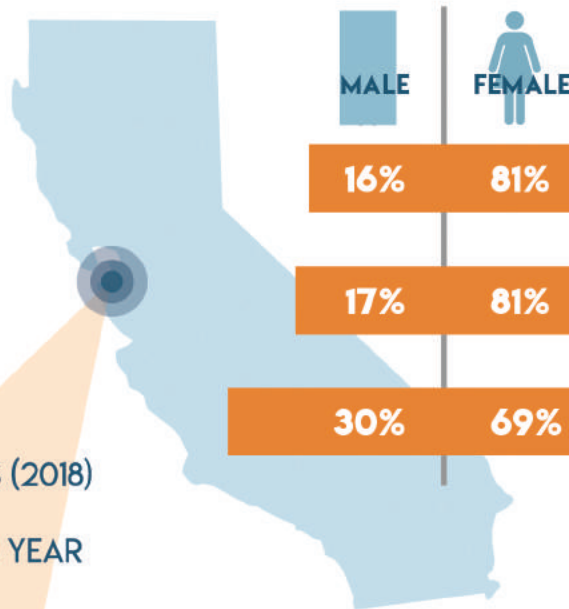
30.2K FOLLOWERS

WEBSITE

155K UNIQUE VISITORS (2018)

151K VISITS PER YEAR

527K PAGE VIEWS PER YEAR



Show your customers you care about your community by investing in a sponsorship to Cat Town. Your generosity will be seen by more than 200 event attendees and will provide vital support for our lifesaving work to transform cat rescue nationwide, starting in our own backyard.



AGE RANGE

13-17 18-24 25-34 35-44 45-54 55-64 65+

Corporate Sponsor Benefits

Recognition on invitation, website, and event signage recognition starts at \$500. Permanent recognition on our legacy mural recognition starts at sponsorship packages of \$5,000 or more.

**KINDLY MARK
YOUR SELECTIONS**

OFFICE KITTEN DELIVERY	\$3,000	
CATERED PARTY AT CAT TOWN	\$1,500	
PRIVATE DINNER AT CAT TOWN	\$1,200	
SPOKEN RECOGNITION AT EVENT	\$1,000	
ADOPTION FEE SPONSOR	\$1,000	
DONATIONS MATCHED IN YOUR NAME	\$1,000	
EMPLOYEE DAY OF SERVICE AT CAT TOWN	\$500	
SPONSOR A CAT	\$350	
SPONSORSHIP HIGHLIGHTED ON INSTAGRAM	\$300	
SPONSORSHIP HIGHLIGHTED ON FACEBOOK	\$300	
LOGO/BUSINESS NAME ON EVENT WEBSITE (1 YEAR)	\$200	
VIP RECEPTION TICKET	\$125	
GENERAL ADMISSION TICKET	\$75	
TOTAL		\$

Explanation of Benefits

Explore a variety of sponsorship benefits.

ADOPTION FEE SPONSOR



For one month, every post we make promoting our adoptable cats on social media will thank you for covering their adoption fees. Reaches approximately 50K followers. (Limit 3)

CATERED PARTY AT CAT TOWN



Celebrate with up to 15 guests at Cat Town. We'll provide a catered dinner, drinks, and plenty of cats. Tuesday – Saturday evenings only.

DONATIONS MATCHED IN YOUR NAME



Our donors love a good challenge — we'll let them know that you will double their donations to help us save twice as many cats! Reaches approximately 50K followers.

EMPLOYEE DAY OF SERVICE AT CAT TOWN



We'll customize a project for up to 15 employees to complete in 4 hours, and thank your company publicly on either Facebook or Instagram.

OFFICE KITTEN DELIVERY



Between the months of May and September, we'll bring a litter of adoptable kittens to your office for employees to play with — a great way to de-stress and inspire creativity!

PRIVATE DINNER PARTY



A multi-course, seasonal meal for 6 guests, tailored to accommodate personal dietary restrictions.

SPONSOR A CAT



Cat Town will public acknowledge you as covering the cost to care for one cat. Minimum of 1 post on Facebook or Instagram, maximum of acknowledgements per cat.

Ask about creating other custom opportunities to meet your needs!

Second Chance Soirée Sponsorship Form

This form can also be completed online at cattownoakland.org/event-sponsor.

Company Name: _____

Company Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Email: _____

Company Website: _____

We are pleased to support Cat Town in the amount of: \$ _____

Please email your all-black and color company logo to quinn@cattownoakland.org in vector eps (preferred) or high resolution jpeg format.

Deadline to appear on invitations is JULY 5, 2019.

Deadline to appear on signage is AUGUST 1, 2019.

Payment:

Please mail this completed form with payment by check, money order, or credit card to:

Cat Town: P.O. Box 18675, Oakland, CA 94619

Card Holder's Name: _____

Street Address: _____

Card Type (circle one): VISA AMEX MasterCard Discover

Card Number: _____ Exp. Date: _____ CVV: _____

Signature: _____ Date: _____

Second Chance Soirée benefits Cat Town, a 501(c)3 organization. Our Federal Tax ID number is 27-3838132.

For more event information, email Quinn White at quinn@cattownoakland.org.

