

New Beginnings Animal Rescue's **BIRTHDAY BASH**

Sponsorship Opportunities



New Beginnings
ANIMAL RESCUE

Week-Long Virtual Event
November 7 -13th, 2021

Celebrating 11 Years of New Beginnings Benefiting our Community's Homeless Cats and Kittens

November 7-13th

VIRTUAL BIRTHDAY BASH



New Beginnings Animal Rescue (NBAR), the non-profit, volunteer-run rescue in Royal Oak, is celebrating **11 years** of helping homeless cats and kittens find new homes and keeping people and their pets together with our Pet Food Pantry Program.

We Can Help Each Other During These Difficult Times

A Birthday Bash sponsorship includes **valuable marketing benefits**, including:

- Social media promotion to over 7,000 followers
- NBAR event website acknowledgment
- The opportunity for promotional materials in hundreds of adoption packets
- Acknowledgment at the virtual event to animal-lovers who will associate you with a cause near and dear to their hearts

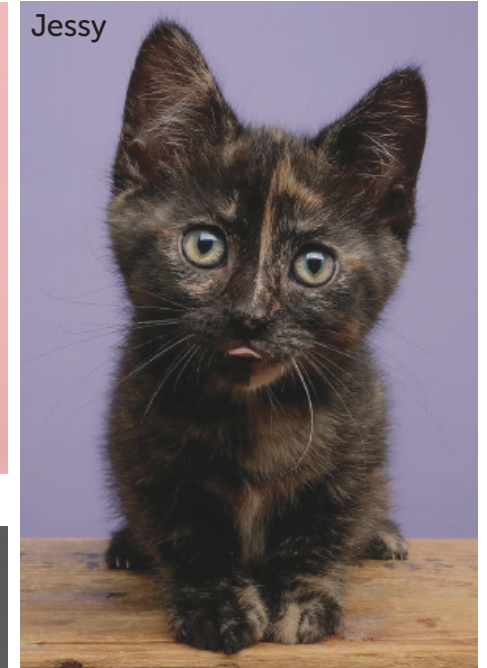
This is our annual celebration fundraiser, popular with our supporters – in fact, it sold out in past years. **This year's virtual version will reach an even wider, more diverse audience** of animal-lovers with no limit on attendance to popular event features such as: a silent online auction, yearly video, and live auction.

And your **tax-deductible sponsorship** is used wisely - 100% of donations to NBAR are used for the animals and facility. We have no paid staff! It makes a difference to your business as well, as thousands of NBAR supporters will see you as an essential partner in animal welfare!

Marigold



Jessy



Virgil & The Dinos



Fern

Sponsorship Reach

7,000+
Facebook
Followers

8,500+
Monthly Website
Views

6,800+
Instagram
Followers

1,600+
Email
Recipients

460+
Twitter
Followers

275+
Annual
Adoptions



11



years of helping cats in our community

\$14,000+
in yearly spay/neuter
vet bills



150+
unplanned litters
prevented

\$1,800
in yearly
microchip costs



75.8%
increased chance to
reunite with family
when lost

4,000+
pet food pantry
orders placed



78,000+
pounds of cat and dog
food distributed























70+
foster families and
volunteers in 2019



\$0
in paid salary hours

100% for cats

Sponsorship Opportunities

Sponsorship brings these additional rewards:	Diamond \$2,000	Platinum \$1,500	Gold \$1,000	Silver \$500	Bronze \$300
Opportunity to put your company's marketing materials in adoption folders for upcoming year (275+ adoptions a year)					
Your logo placed at the end of our event video					
Provide 20 name suggestions for our cats to be used by NBAR throughout the upcoming year					
Recognition on NBAR Facebook & Instagram (13,800+ followers)					
Your logo (or name) on the Online Auction site for the duration of the event					
Your logo included in event email blast (sent to over 1,600+ supporters)					
Acknowledgment during the Live Auction event					
Your logo on event website with your company's link (Hi-Res logo required by October 23 rd)					

Thank you for your sponsorship!

SPONSORSHIP COMMITMENT FORM



Select Sponsorship Level

- \$2,000
- \$1,500
- \$1,000
- \$500
- \$300

Donation Amount (In Lieu of Sponsorship)

\$ Custom Amount

Pay by Check

Make checks payable to:
"NBAR" or "New Beginnings Animal Rescue"

and
include this completed form with payment.

Company Name: _____

Contact Person: _____

Email: _____

Phone: _____

I/we wish to be listed as:

(please print exactly what you would like to appear on all Birthday Bash materials)

Pay Online

Through our DonorBox account at:
www.donorbox.org/bday-bash-sponsorship

Please Return This Form & Check To

New Beginnings Animal Rescue
2502 Rochester Rd., Royal Oak, MI 48073
E: nbarmichigan@gmail.com