

# FACE

foundation®

*Saving Pets and Helping Families*



**2020 SPONSORSHIP  
OPPORTUNITIES**

# FACE

foundation®

*Saving Pets and Helping Families*



Fedor

## ABOUT THE FACE FOUNDATION

The Foundation for Animal Care and Education (FACE) is a not-for-profit 501(c)(3) public charity that provides financial grants for animal owners who are unable to afford the cost of their pet's emergency or critical care.

## WHAT WE DO

We give financial grants for San Diego County pets in need of life-saving veterinary care. FACE has directly **saved the lives of over 2,800 animals** and provided assistance to thousands of families.



Sasha

## THE PROBLEM

Each year, many animals are brought to their veterinarian with life-threatening conditions. Sadly, many owners cannot afford the critical care their beloved pets need to survive. They are typically left with only one choice — euthanasia. This term is called economic euthanasia: when a treatable animal is put down simply because the medical treatment is unaffordable.

FACE's **Save A Life Program** was created to address the tragedy of economic euthanasia. What started out as a vision to stop the surrender and euthanasia of beloved family pets has become a supportive center where families in crisis can get a helping hand to save their pets' lives.

## WHO WE HELP

FACE grantees are typically low-income families, senior citizens, veterans, military families, students, disabled individuals, or hard-working families and individuals who struggle to survive paycheck to paycheck. We carefully screen applicants (including the requirement of proof of income) to ensure we are helping those who are truly in need of assistance.

## HOW FACE OPERATES

Chloe



FACE proudly works with over 176 veterinary hospitals throughout San Diego County. Veterinary partners make FACE's work possible by generously discounting their services for qualified FACE patients by at least 25%, and helping to fundraise whenever possible.

**FACE relies solely on donations** to continue providing access to life saving veterinary care and to enhance and preserve the quality of life for these loving pets.

Contact us: 858-450-3223 | [danae@face4pets.org](mailto:danae@face4pets.org) | [www.face4pets.org](http://www.face4pets.org)

EIN #: 20-5333261

# MARKETING IMPACT

**YOUR SUPPORT SAVES LIVES.**

Expand your marketing reach while Saving Pets & Helping Families in our community.



**FACE Impact:** FACE has saved the lives of over 2,800 pets in partnership with 176 veterinary hospitals!

**Your Impact:** FACE hosts 2 major fundraising events each year - Bags & Baubles and our Invitational Golf Tournament. These two events host hundreds of guests and volunteers who have the potential to be your future customers.

**EMAIL** 7,180+ contacts

Bags & Baubles Evite open rate: 25% & click rate: 14%

Golf Tournament Evite open rate: 19% & click rate: 6%

Non-Profit Industry average open rate: 19.18%

Non-Profit Industry average click rate: 2.79%

**FACEBOOK:** 5,365+ page likes  
[facebook.com/face4pets](https://facebook.com/face4pets)

**TWITTER:** 3,100+ followers  
[twitter.com/face\\_4\\_pets](https://twitter.com/face_4_pets)

**INSTAGRAM:** 1,540+ followers  
[@face\\_foundation](https://instagram.com/face_foundation)

## Did you know...

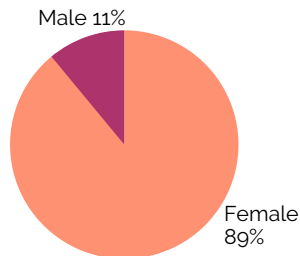
- 93% of consumers want to know what companies are doing to make the world a better place.
- 89% of consumers are likely to switch brands to one associated with a cause.

Data provided by a Nielsen Doing Well by Doing Good Report & a Cone Communications Social Impact Study

## DEMOGRAPHICS

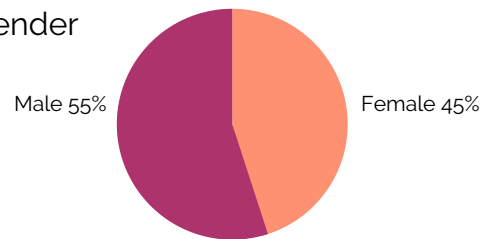
### Bags & Baubles

Attendee Gender



### Golf Tournament

Attendee Gender



## IN THE NEWS

FACE's fundraising events are often featured on-air and in dozens of local newspapers and magazines.



# GOLF TOURNAMENT

**NOVEMBER 16, 2020 | FAIRBANKS RANCH COUNTRY CLUB**

Every November, FACE Foundation hosts its Invitational Golf Tournament at the Fairbanks Ranch Country Club in Rancho Santa Fe. Now in its 9th year, this dog friendly tournament allows players to enjoy a day of golf with their furry friends followed by dinner, drinks, and prizes – all to support FACE's lifesaving programs. In 2019, we raised over \$185,000 in funds for the animals.



**Your marketing impact:** Our annual Invitational Golf Tournament draws in upwards of 80 players plus additional guests and volunteers each year. You have the opportunity to align your brand with our highly motivated supporters through multiple tax-deductible sponsorship opportunities.





# SPONSORSHIP OPPORTUNITIES

## Sponsorship Benefits

	Foxhound	Akita	Collie	English Bulldog	Tee
• Mention in event press release <b>(due 10/30)</b>					
• Banner displayed at event (sponsor must provide banner)					
• Dinner Table or Drink Cart Sponsorship with Signage					
• Hole Sponsorship <b>(due 10/26)</b> (must provide all staff, setup, and supplies)					
• Life Sponsor logo in Success Story post on Facebook and Instagram					
• Life Sponsor logo inclusion in Success Story post on Twitter					
• Ad in event program	<b>Full Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>		
• Complimentary Golfer Registrations	<b>4</b>	<b>4</b>	<b>2</b>	<b>1</b>	
• Promotional item in every swag bag <b>(due 10/30)</b>					
• Tee box signage (one hole)					
• Logo in event Evite <b>(due 10/1)</b>					
• Logo in event thank you email					
• Logo/Link on event webpage					
• Logo featured in event program					
• Logo featured on event sponsor thank you poster					
<b>Sponsorship Level</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>

*\*In-Kind Sponsors will receive the benefits listed above in correlation with the value of the donated item(s) except for coupons or deals for discounted services.\**

*\*Media sponsorship benefits will be evaluated on a case-by-case basis.\**

# EVENT SPONSOR FORM

## GOLF TOURNAMENT



FOXHOUND..... \$10,000



AKITA..... \$5,000



COLLIE.....\$2,500



ENGLISH BULLDOG.....\$1,000



TEE SPONSOR..... \$500

*You can skip the steps below & purchase your sponsorship online at*

<https://face4pets.ejoinme.org/sponsor>

**Company Name** (as you would like it to appear): \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

### AUTHORIZATION:

Check Enclosed (make payable to FACE Foundation)

Credit Card:            Visa    MC    AMEX                    Online (www.face4pets.org)

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**Thank you for your support!**

**FACE Foundation**

10505 Sorrento Valley Road Suite #175 San Diego CA 92121 | Ph. 858-450-FACE | Fx. 858-457-FACE | danae@face4pets.org