

Sample Mission Based Sponsorship Program Template

Introductory Page:

Welcome to DOGGY CHAT and The Rover Society

Dogs are our best friends, they are also healers, protectors, guards and soul buddies. Studies have shown how important it is to talk to our pets, that they value the sound of our voices. Too often we get busy, we like having our pets around, but we're on the computer, fixing dinner or watching TV. We don't talk to our pets, more important, though – we don't listen to what they have to say.

Studies have shown that really listening to our pets can vastly improve their quality of life. At DOGGY CHAT we have developed a special expertise in helping pet owners listen to and understand their canine friends. Those who take our classes report a 92% increase in their relationships and the level of happiness for dogs is even higher – at 96%. We are the leading experts in meaningful canine communication!

The Rover Society was founded to recognize businesses and individuals who understand the importance of canine communication and wish to align with the leading expert in the field. The minimum amount to join The Rover Society is \$1,000. But there are many opportunities to show your support.

Of course every member will receive benefits consistent with their level of support. And the most important benefit – know you are making a difference in helping pets communicate their real concerns."

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I never knew that Max hated the cable news channel. Since I switched to daytime talk shows, he is so much happier



I learned that Misty hated her pink collar. I bought her the Burberry plaid she wanted and she literally prances when we go for a walk now!

- Telling you a little about the organization and why it exists, with the major take-away being that we don't talk to our pets enough, but more important we don't listen to what they have to share.
- Reference studies and share outcomes: "92% increase in canine and human relationships and happiness for dogs increases to 96%".
- Describe and give a separate name to the giving program –the "Rover Society".

Discussion of Programs:

Getting To Know You Classes

This is our Introductory Program for pets and their owners to begin communicating with each other. This program runs for three weeks and begins to open the door to doggy communication. The success of this program has been extraordinary, with 98% of participants reporting that their level of understanding has changed their relationship. We run 120 classes a week, virtually and in person with 10-20 people at each class.

Sponsors can support at the following levels and will reach about 1,800 people a year.

- **\$10,000** – Recognition at all classes and your logo prominently displayed as a sponsor on all materials and an invitation to a moving graduation ceremony, your logo on the Virtual Graduation Program Book and you will be invited to say a few words.
- **\$5,000** – Your logo displayed at all classes, along with mention on all materials and an invitation to a moving graduation ceremony and your logo on the Virtual Graduation Program Book
- **\$1,000** – An invitation to a moving graduation ceremony and your logo on the Virtual Graduation Program Book

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I always played new age music because I thought it relaxed Max. What a joy to now be able to listen to jazz together.



- Describe the program and again cite outcomes. Include how the classes are run and how many people in each class and how many classes a year. This is to reinforce the point of how many people a sponsor of this program is going to reach.
- List sponsorship tiers and the benefits of each level.
- Add testimonials!

Programs Cont.:

Probing Dialogues Program

Probing Dialogue is specially designed for people and pets who wish to deepen their relationships. The program is administered both virtually and in-person and engages humans and canines in a series of communication exercises over a 6-week period -- aimed at creating a better rapport and reducing both the animal and human's level of stress. We run 60 classes a year with approximately 10 people and their dogs in a class.

People who have gone through this program have reported a 94% increase in canine friend happiness and satisfaction. Dogs no longer have stress or anxiety and negative dog behaviors disappear.

Sponsors can support at the following levels and will reach about 600 people a year.

\$5,000 – Recognition at all classes and your logo prominently displayed as a sponsor on all materials and an invitation to a moving graduation ceremony, your logo on the Virtual Graduation Program Book and you will be invited to say a few words.

\$1,000 – Your logo displayed at all classes, and an invitation to a moving graduation ceremony and your logo on the Virtual Graduation Program Book

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Our relationship is so close now, We both feel that we have forged a lasting bond.

Canine Graduate of the Year

For each of our classes we recognize 3 of the dogs (and humans) who have excelled in establishing their new, meaningful relationships. These dogs become our new ambassadors and travel throughout the region for a year promoting canine communication. We travel to schools, sports games, festivals and a host of outdoor activities. Thousands of people gather to see our proud graduates.

Your company can be the exclusive sponsor of these dogs for \$20,000. Your sponsorship will include

- Your logo on the dog's collar and coat
- Your logo and recognition in all the materials we distribute
- A special visit to your company at an event of your choosing
- An Opportunity to present the award at the moving graduation ceremony



I was so proud of Bella, And myself for understanding what she is saying. It is a dream come true.



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Description of Sponsorship Levels:

DOGGY CHAT Sponsor Levels

In addition to the sponsorship perks listed with your program, all members of The Rover Society will also receive the following benefits.



➤ \$10,000 and above

- Personal meeting with the CEO once a year to address highlights of what our organization has accomplished.
- Spotlight in one of your newsletters
- Special Invitation to a specific event related to your organization
- A separate page on the website with pictures describing
- Your logo listed on our website
- Recognition in one of our monthly newsletters
- Social media recognition
- Invitation to an event (virtual or otherwise) for Sponsors only to hear a state-of-the-art discussion on your expertise and how it relates to the world around you.

➤ \$3,000 - \$4,999

- Your logo listed on our website
- Recognition in one of our monthly newsletters
- Social media recognition
- Invitation to an event (virtual or otherwise) for Sponsors only to hear a state-of-the-art discussion on your expertise and how it relates to the world around you.

➤ \$5,000 - \$9,999

- Special Invitation to a specific event related to your organization
- A separate page on the website with pictures describing
- Your logo listed on our website
- Recognition in one of our monthly newsletters
- Social media recognition
- Invitation to an event (virtual or otherwise) for Sponsors only to hear a state-of-the-art discussion on your expertise and how it relates to the world around you.

➤ \$1,000 - \$2,999

- Recognition in one of our monthly newsletters
- Social media recognition
- Invitation to an event (virtual or otherwise) for Sponsors only to hear a state-of-the-art discussion on your expertise and how it relates to the world around you.