

# Sponsorship Proposal



## 2009 Tuxedo Cat Ball

*Celebrating SAFE Haven for Cats'  
15th Anniversary*



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*Benefiting SAFE Haven for Cats  
[www.safehavenforcats.org](http://www.safehavenforcats.org)*

# SAFE Haven for Cats

## Quick Facts

### **What is SAFE Haven?**

SAFE Haven is the Triangle's authentic no-kill shelter for cats and NC's only spay and neuter clinic just for cats. We have been in existence for 15 years and are run by Pam Miller, who has 21 years in non-profit management. We have orchestrated adoptions for more than 3,800 cats and kittens and spayed or neutered more than 6,400. In order to maximize the percentage of every dollar going directly to the care of the cats, we have only 5 full time paid staff members. All other work and love comes from 125 volunteers!

### **Mission**

SAFE Haven for Cats' mission is to maintain a nonprofit, no-kill shelter for stray and abandoned cats and kittens. The shelter's main goals are:

- Bring attention to and alleviate the suffering of stray cats in our community.
- Educate the public about pet overpopulation and promote sterilization.
- Find permanent, loving, safe homes for these animals.

### **Adoption Program**

We just passed another milestone - adopting 3,874 cats and kittens! What a great achievement for our volunteers, staff, and our community. We are completing a major expansion of our adoption program. We have recently added 15 "open adoption hours" per week. In 2008, we found families for 415 cats. This new initiative could add another 500 successful adoptions per year.

### **Low Cost Sterilization:**

In 2008 we sterilized almost 1,500 cats. Our goal for this year is 3,000 sterilizations but we are going to have to expand the clinic to do it. 75% of the cats coming to our clinic have never been to a veterinarian! Most importantly your support makes it possible for every cat to be accepted at the clinic for sterilization – regardless of whether their owners can pay the already low fee or not.

### **With your support this year we have:**

- Adopted 402 cats and kittens. Sixty-three of these cats were rescued from animal hoarders. All but one of these 63 have found their homes.
- Sterilized 1,468 cats and kittens through the SAFE Care Feline Spay Neuter Clinic.
- Partnered with Franklin County Animal Control to save as many cats as possible from this area of the Triangle where, unfortunately, euthanasia rates are very high. To date we have saved over 75.
- Begun an adoption partnership with PETCO near the Triangle Town Center Mall.
- Replaced old enclosures in the shelter with new, spacious enclosures that were specially designed to meet the individual needs of the cats in the shelter.

### **Up next in 2009:**

- Expanded adoption hours
- Expanded SAFE Care Clinic

Today's tough economy is having an impact on the cats. The reality finds fewer cats adopted and more abandoned at our door, or returned when household finances worsen. As of today, over 50 cats are on a list waiting to come into the shelter. We have been through tough times before but we won't give up on these innocent animals until the day when there are no more homeless pets.



\$0.86 of every dollar we raise goes directly to the cats.

# Tuxedo Cat Ball

## Event Details

**April 17, 2009**

### ***Tuxedo Cat Ball***

Benefits SAFE Haven for Cats and the SAFE Care Spay/Neuter Clinic

### ***When***

- ✦ Friday, April 17
- ✦ 7:00 - 11:00 p.m.

### ***Where***

Sisters' Garden  
2400 East Millbrook Road  
North Raleigh

### ***Entertainment***

Rebecca & The Hi-Tones

### ***Featuring***

Elegant Reception  
Silent & Live Auctions  
Guest Hosts: Tom and Julie Suiter  
Special Guests  
Raffle for a Diamond/Gold Bracelet  
(\$2,375 value)

### ***Attire***

Dressy Black & White

### **Target Audience**

Triangle Residents and animal lovers, female decision makers between the ages of 25-55 who love art, wine, travel and the finer things in life.



### **Media Coverage**

A full media plan is put into place several months prior to the event including a regular schedule of press releases, PSAs and web updates. Discussions are currently underway with potential media sponsors.



### **On the Web**

The Tuxedo Cat Ball website was visited by over 10,000 people prior to the 2008 Ball. Logos and links are provided to all sponsors.

### **Newsletters and E-Communications**

SAFE Haven for Cats newsletters is mailed to 6,000 supporters before and after the Tuxedo Cat Ball with complete event and sponsorship information.





# Tuxedo Cat Ball

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## Requests & Benefits

### Our Request

- ♦ Monetary donation to benefit the Tuxedo Cat Ball

### Your Benefits

- ♦ **Contributing Sponsor (\$250)**
  - ~ 2 tickets to the Tuxedo Cat Ball
  - ~ Recognition in the Tuxedo Cat Ball program
  - ~ Recognition on the Tuxedo Cat Ball website
  - ~ 2 Diamond Raffle Tickets
- ♦ **Supporting Sponsor (\$500)**
  - ~ 4 tickets to the Tuxedo Cat Ball
  - ~ Recognition in the Tuxedo Cat Ball program
  - ~ Recognition on the Tuxedo Cat Ball website
  - ~ Recognition on the Tuxedo Cat Ball table cards
  - ~ 4 Diamond Raffle Tickets
- ♦ **Sustaining Sponsor (\$1,000)**
  - ~ 6 tickets to the Tuxedo Cat Ball
  - ~ Recognition in the Tuxedo Cat Ball program
  - ~ Recognition on the Tuxedo Cat Ball website
  - ~ Recognition on the Tuxedo Cat Ball table cards
  - ~ Recognition on the Tuxedo Cat Ball invitation
  - ~ 6 Diamond Raffle Tickets
- ♦ **Anniversary Sponsor (\$1,500)**
  - ~ 8 tickets to the Tuxedo Cat Ball and a reserved table
  - ~ Recognition in the Tuxedo Cat Ball program
  - ~ Recognition on the Tuxedo Cat Ball website
  - ~ Recognition on the Tuxedo Cat Ball table cards
  - ~ Recognition on the Tuxedo Cat Ball invitation
  - ~ 8 Diamond Raffle Tickets
- ♦ **Benefactor Sponsor (\$3,000)**
  - ~ 10 tickets to the Tuxedo Cat Ball and a reserved table
  - ~ Recognition in the Tuxedo Cat Ball program
  - ~ Recognition on the Tuxedo Cat Ball website
  - ~ Recognition on the Tuxedo Cat Ball table cards
  - ~ Recognition on the Tuxedo Cat Ball invitation
  - ~ Press release announcing your company as Benefactor Sponsor
  - ~ Opportunity to speak from the stage
  - ~ 10 Diamond Raffle Tickets



# Tuxedo Cat Ball Sponsorship Agreement

## Demographics of SAFE Haven Customers/ Tuxedo Cat Ball Attendees

- ✦ 85% have high speed internet.
- ✦ Age range: 49% are 21-34, 33% are 35-50, 18% are 50+.
- ✦ Marital status: 39% married/ couple with no kids. 26% married with kids. 35% are single.
- ✦ Gender: 88% female, 12% male.
- ✦ Living arrangements: 79% own home, 21% rent apartment.
- ✦ Geographic location: 52% Raleigh (most from 27612, 27613, 27614, 27615 and 27616), 14% Durham, 12% Cary, 22% other Triangle locations.

## Be part of our 15th Anniversary Celebration

- ✦ Satisfied customers
- ✦ Cutting-edge
- ✦ Accomplished
- ✦ Proven longevity
- ✦ Supporting an animal charity is good for your business
- ✦ Nonpartisan and safe
- ✦ Everybody loves animals!

**Yes! I would like to show my support for SAFE Haven for Cats. I am submitting an individual sponsorship at the following level:**

\_\_\_\_\_ Contributing Sponsor (\$250)

\_\_\_\_\_ Supporting Sponsor (\$500)

\_\_\_\_\_ Sustaining Sponsor (\$1,000)

\_\_\_\_\_ Anniversary Sponsor (\$1,500)

\_\_\_\_\_ Benefactor Sponsor (\$3,000)

**Please Return This Form By Mail or Fax To:**

SAFE Haven for Cats  
8431-137 Garvey Drive  
Raleigh, NC 27616

Fax: (919) 872-7732

Your Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

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

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

