



BUSINESSES STEPPING UP FOR OUR COMMUNITY'S ANIMALS

Each year, the Animal Welfare League of Alexandria (AWLA) touches the lives of more than 6,000 animals in need (and the people who love them) through adoption, veterinary care, educational programs, and much more. Key to AWLA's holistic approach is its close relationship with the community.

Partnering with the AWLA not only provides businesses with access to our 40,000+ loyal fans and supporters but also helps fund one of the hardest-working animal welfare nonprofits in the country.

Below are several ways your business can partner with the AWLA family and help us accomplish our mission to promote adoptions, animal welfare, and responsible pet ownership in our community, provide shelter to animals in need, and inspire compassion for all living things.



Join Us for Our Flagship Event

Paws in the Park is our annual Fall festival that draws thousands of animal-lovers and their families from around the DMV. This event is a full-on pawty featuring entertainment and live music, activities, food and drink, shopping, a silent auction, and adorable adoptable animals.

INVESTMENT: \$1,000 - \$25,000 sponsorship packages

BENEFITS: Vary depending on level. See our 2024 packages for reference of what to expect in 2025!

continued on next page



Show Your Support for Alexandria's Animals All Year Long - Literally!

The AWLA's Pet Calendar Contest is one of our most popular fundraising campaigns. Each year, more than 150 pawrents submit photos of their pet to participate in this month-long competition of cuteness. Throughout the month of June, hundreds of fans vote for their favorite pets, but only one comes out on top as Alexandria's Animal of the Year.

INVESTMENT: \$500 for a monthly ad. \$5,000 for Title sponsorship.

BENEFITS: 2x4" ad in our widely distributed calendar and an invitation to our Calendar Launch Party. Title sponsorship also receives recognition on all email and social media posts, contest website, logo on cover, and speaking opportunity at the Calendar Launch Party.



Help Keep Animals with People

Sometimes members of our community need a little support to make ends meet. When animal lovers in our community are struggling, that's where we can help! The AWLA provides food and resources to help keep animals with the people who love them and build community. With your business' support, we can continue to provide vital services to our community animals and their families and show our supporters your investment in our wonderful community.

Pets & People Community Wellness Events: The AWLA partners with other community organizations to host Pets & People

Community Wellness Events events four times a year (two in the Spring and two in the Fall) across the City of Alexandria. These events provide an opportunity for Alexandrians to get veterinary services, supplies, and education for their pets ... and themselves free of charge. Each Pets & People event draws 150-200 Alexandrians.

INVESTMENT: \$3,000/event or \$10,000 for all four

BENEFITS: Recognition on the Pets & People webpage, social media posts, fliers, on-site signage, and the opportunity to provide promotional materials.

Monthly Vaccine Clinics: To assist our community with keeping their pets healthy year-round, the AWLA hosts a very popular monthly low-cost vaccine clinic for dogs and cats. Each month we host 50-60 Alexandrians as they do their part to keep their loved one up to date on critical vaccines.

INVESTMENT: \$4,500 for 6 months or \$8,000 for the year

BENEFITS: Recognition on the Monthly Vaccine Clinic webpage, social media posts, on-site signage, and the opportunity to provide promotional materials.



Welcome Guests to the AWLA Through Our Adopt the Shelter Program

Our Adopt the Shelter program provides your business with a unique opportunity to have its name proudly displayed in a space within the AWLA's four walls. Each year the AWLA hosts thousands of members of the community and each and every one of those visitors will know your business shares our mission to provide comfort, care, and love to the animals waiting for their new families. From cat condos and dog dorms to our Visiting Room and Community Room, we have naming opportunities at a variety of levels.

INVESTMENT: \$250 - \$10,000 depending on space

BENEFITS: Signage at the AWLA. Larger spaces receive recognition on the AWLA Adopt the Shelter webpage and social media announcement.



Help Animals Find Their New Homes with Adopt It Forward

When adoption fees are waived it removes a barrier for adoption and can help decrease the time an animal spends in the care of the AWLA. When your business sponsors adoption fees you become a hero in the eyes of our animals and their lucky new adopters. Sponsor adoptions over a weekend, week, month or identify a specific group of animals in need, like large dogs, seniors or those with special medical needs.

INVESTMENT: \$2,500 to sponsor a weekend of adoption fees, \$7,000 to sponsor a week, and \$25,000 to sponsor a month.

BENEFITS: Social media recognition (2x for weekend, 3x for a week, and 4x for a month). Email recognition for monthly sponsors. Signage at the AWLA for week and month sponsors. Opportunity to provide promotional materials to adopters.



BONUS! Show adopters some love! All partnering businesses will receive the opportunity to post an exclusive adopters-only discount on our Adopter portal.

REACH AND ENGAGEMENT



Get to Know Our Pack

Our Facebook and Instagram pages received more than **3.6 MILLION** views in 2024.



977,400+ Facebook reach



781,882+ Instagram reach



8,500+ X and TikTok followers



Demographics



81.1% female • 18.9% male



81.9% female • 18.1% male



Over 75% of our followers are ages 25-54.



You're in Great Company!

