

2025

Sponsorship Opportunities



Who We Are

Animal Friends is a full-service community resource center focused on celebrating the significant role that pets play in our lives while solving big challenges in our community like pet homelessness, lack of access to affordable veterinary care, combating animal abuse and neglect, and supporting a greater understanding of animal behavior and health needs through progressive programming.

Since our founding in 1943, Animal Friends has been at the forefront of progressive animal sheltering, continually tailoring our services to meet the ever-changing needs of pets and the people who love them in our community. It is our mission to rescue, rehabilitate and rehome animals in crisis, ensure healthy pets through education, advocacy and affordable services, and inspire a community where the animal-human bond is celebrated and nurtured.



LEADERSHIP

| | |
|------------------------|-----------------------------------------------|
| Kathleen Beaver | President & CEO |
| Ann O'Brien | Chief Program Officer |
| Susan Salyards | Chief Development Officer |
| Katie Vecchi | Chief Shelter Operations Officer |
| Cindy Cole | Senior Director of Marketing & Communications |

BOARD OF DIRECTORS

| | | | |
|-----------------------------------------|----------------------|----------------------|-------------------------------------------|
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| | Howard Loevner | Doug Shriber | |
| | Bonnie Loya | Charlotte Stephenson | |

Your Company Can Help Save Lives!

According to the American Pet Products Association (APPA), approximately **67% of U.S. households include a pet**, which equates to approximately 84.9 million homes. APPA also reports that Americans spent an estimated \$147 billion on their pets in 2023, with spending expected to increase.



70% of people are more likely to have a pet in their family than a child, according to data shared by the National Association of Realtors®.

80% of people consider the causes a company supports when choosing where to do business, according to a Harris poll.

90% of pet owners, says Pew Research Center, consider pets as beloved family members, leading to strong emotional connections and a willingness to invest in their well-being and happiness.

Corporate Volunteer Day of Service

Join Animal Friends for an exclusive, hands-on volunteer experience that allows your team to make a real impact in the community. This immersive opportunity is perfect for corporate groups looking to give back, strengthen team bonds, and gain insight into the vital work we do.

Your team will have the chance to:

- Experience first hand what it takes to care for and enrich the animals in our care.
- Help with projects to beautify or enhance our campus.
- Assist at a community vaccine or spay/neuter clinic.
- Support our Chow Wagon pet food pantry for families in need.

This experience also includes a behind-the-scenes tour, giving your team a unique perspective on the daily operations that keep our shelter running.

By participating in a Day of Service, your company provides dedicated volunteers for one full day of meaningful activities that support our lifesaving mission. It's a very satisfying way to invest in the well-being of animals and the local community, while fostering a spirit of teamwork and social responsibility within your organization.

210
Average number
of animals we
house per day

\$1,500
Cost of care
per animal
per day

Our Impact in 2023

Lifesaving Operations

We take on the toughest cases with high level specialized care and a team of credentialed professionals. Our impact and love goes well beyond these numbers.

1,232
admissions

710
animals
fostered

1,228
placements

95%
live release
rate



345,962
total volunteer
hours



1,661
active
volunteers





AFFORDABLE WELLNESS CARE

4,977
wellness
appointments

Our Animal Wellness Center provides affordable, high quality, compassionate care for routine vaccinations to specialized procedures.

AFFORDABLE SPAY/NEUTER

4,218
total spay & neuter
surgeries

Animal Friends strives to keep the population of cats and dogs more manageable to ensure fewer animals are left homeless.

VACCINE CLINICS

13,377
total vaccines
administered

Affordable and accessible vaccinations are at the forefront of Animal Friends' lifesaving services.

CHOW WAGON PET FOOD PANTRY

205,222 lbs
of free pet food
distributed

We assisted 36,056 pet owners struggling with food insecurity by providing pet food and supplies throughout our region.

ANIMAL FRIENDS MARKETING REACH

Pet-related content often performs well on social media platforms, with pet owners sharing photos, videos, and stories about their pets. This presents opportunities for sponsors to reach a large and engaged audience.



49k
email subscribers



92.9k
Facebook followers



15.4k
Instagram followers



11.2k
TikTok followers

TRACTION



12.1k
monthly interactions



10.4k
monthly website visitors



1.3k
monthly Google calls

Sponsorship Opportunities

As a business that serves our community, we invite you to become a sponsor of Animal Friends. In exchange, we will highlight your commitment to our broad network of engaged animal-loving supporters.

Our sponsors believe in our mission and show their support through contributions that sustain our programs and services. As a sponsor, your impact is felt in every aspect of our organization.

We offer two types of sponsorships:

Event Sponsorships







Event sponsorships are individual opportunities to support specific Animal Friends events

Annual Sponsorships

Annual sponsorships are offered on a rolling basis



BENEFITS MAY INCLUDE:

-  Recognition and website link on sponsor page of Animal Friends website **300k+ views per year!**
-  Tagged in all social media posts related to your sponsorship **108k followers!**
-  Logo on program or event specific materials
-  Acknowledgment in Animal Friends' Impact Report, published every spring
-  Logo included in bi-weekly Friend-to-Friend eNewsletter **49k+ recipients!**
-  Day of Service volunteer opportunities for your team

2025 Event Sponsorship Opportunities

Animal Friends' **BOWL!** **Alley Up** 20th Anniversary!



Sunday, February 2, 2025 at Legacy Lanes

Sponsored by Bonnie Loya

Alley Up for Animal Friends is an annual bowling fundraiser that has been a beloved tradition for two decades, supporting Animal Friends' mission of rescuing and caring for homeless pets. The 2025 event, marking its 20th anniversary, is chaired by Animal Friends Board member and DVE DJ Cris Winter, who has passionately led this event since its inception. Alley Up draws a vibrant community of supporters. With two bowling sessions at noon and 3 PM—and a potential 6 PM session if the first two sell out—this event engages nearly 300 participants, with the capacity to welcome even more if a third session is added. The day features exciting raffles, prizes, and ample opportunities for sponsor recognition, making it an exceptional way to showcase your brand while supporting a great cause.

Animal Friends' **BOW WOW BINGO**



Saturday, March 15, 2025

Mayernik Center, Avonworth Community Park

Bow Wow Bingo is one of Animal Friends' most popular annual fundraisers, bringing together pet lovers and supporters for a night of fun, prizes, and community spirit. The 2025 event will once again embrace a festive St. Patrick's Day theme—building on last year's playful "Lick of the Irish" concept. Attendees can look forward to an evening of lively bingo games, exciting raffles, and themed surprises, all while raising vital funds for Animal Friends' lifesaving programs. Drawing close to 200 enthusiastic participants, this event offers a fantastic opportunity for sponsors to gain visibility among a passionate audience. With multiple sponsorship levels available, Bow Wow Bingo is the perfect chance to align your brand with a beloved cause and showcase your support for Animal Friends in the Pittsburgh community.



Animal Friends Golf Open

Monday, June 9, 2025

The Club At Nevillewood

The Animal Friends Golf Open is a premier annual event that brings together golf enthusiasts and supporters for a day of friendly competition, all in support of Animal Friends' mission to save the lives of homeless pets. The 2025 outing will take place at the prestigious Club at Nevillewood, offering players an exclusive experience on one of the region's top golf courses. The event draws 32 foursomes, totaling 128 participants, who enjoy a day filled with golf, camaraderie, on-course contests, and a celebratory dinner. With a variety of sponsorship levels, this event provides exceptional opportunities for brand visibility and networking with a dedicated community of Animal Friends' supporters. Join us for a memorable day on the greens and make a meaningful impact on the lives of pets in need.



Black Tie & Tails

Saturday, September 27, 2025 at Animal Friends campus

Black Tie & Tails is Animal Friends' signature gala, celebrating the bond between people and pets while raising critical funds for our lifesaving programs. The 2025 event will build on last year's theme, "It's a Pittsburgh Thing," with an exciting new focus on Pop Art.

Inspired by Pittsburgh's vibrant art scene, the evening will feature bold, colorful décor and immersive experiences that pay homage to the city's artistic legacy. While we are exploring potential partnerships, guests can expect an unforgettable night of gourmet dining, live entertainment, and exclusive

auctions. Drawing over 400 attendees each year, Black Tie & Tails offers sponsors exceptional visibility and engagement with a passionate audience. This gala is the perfect opportunity to align your brand with a beloved cause and showcase your support for the arts and animal welfare. Join us for a night where Pop Art meets philanthropy and help us continue our mission to save the lives of homeless animals.

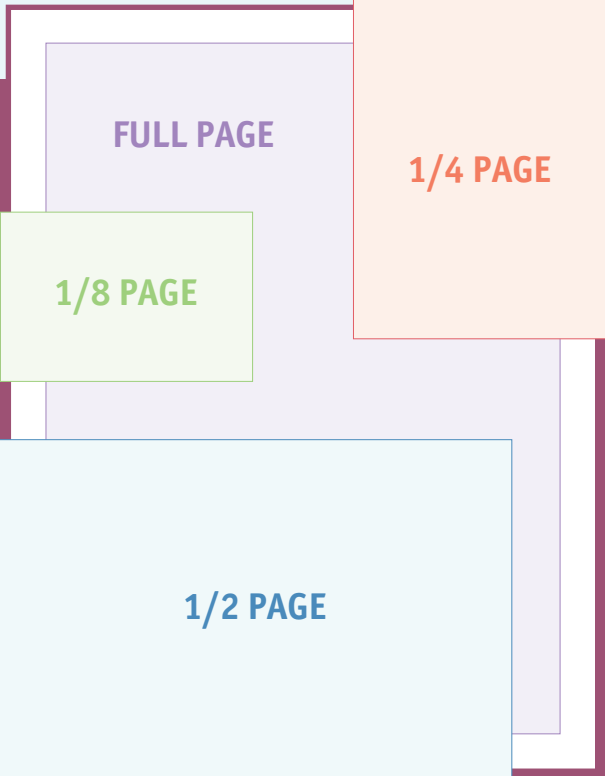




Advertising and Tribute Opportunities

Petsburgh Magazine, Animal Friends' flagship publication, reaches an audience of **35,000 animal-loving readers**. The publication shares exciting news, articles, and updates from Animal Friends and the people and businesses that support our lifesaving mission. Ads can be purchased separately or can be part of a sponsorship package.

Discounts are available for a year-long commitment



Annual Sponsorship Opportunities to Support Our Mission

Animal Friends is a private nonprofit organization that relies on generous donations to do our lifesaving work. General, non-restricted donations allow us to do what we are best at: giving each individual resident animal what they need – no matter how simple or complex – to get the second chance they deserve. Likewise, Animal Friends has many programs and services for the community to ensure that pets remain in their homes.



Kennel Sponsorships

Year-long sponsorships are available for dog kennels, cat condos and rabbit residences at Animal Friends. Annual sponsorships support our lifesaving programs and provide an opportunity to pay tribute to a special individual or publicly display your company's dedication to our work.

Customized signage with pet, family or company name for 12 months.

| | |
|---------------------|----------------|
| Dog Kennel | \$1,000 |
| Cat Condo | \$500 |
| Rabbit Residence | \$500 |
| Dog Recovery Kennel | \$750 |
| Cat Recovery Kennel | \$250 |

Other Corporate Collaborations

- Lunch and Learn Visits
- Round Up Programs
- Office Donation Drives
- Seasonal Supply and Donation Driven Partnerships



Pet Support Programs

Animal Friends supports local communities by providing intake diversion support for pet owners throughout the Pittsburgh area. Through a diverse array of resource-based offerings, our goal is to keep pets out of the sheltering system and in their homes whenever possible, and to provide a safe, judgment-free zone for anyone in need.



Animal Friends University

Committed to providing tools to pet owners to help them foster strong and lasting relationships with their pets.

- Manners and social interaction classes
- Dog Sports
- Scent work
- Play Yard Rentals

- Humane offerings
 - Pet CPR and First Aid Class

- Cat and Rabbit offerings
 - Cat Massage Therapy
 - Bunny Care basics



Humane Education

Through Humane Education, Animal Friends will inspire the next generation of animal advocates by promoting safe, humane interactions between pets and people while instilling the values of kindness, care and compassion.

- Seasonal Camps
- In School programs
- Humane Helpers (youth/student fundraisers/supply drives)
- Humane Education & Engagement Center (hands on learning space on our campus)
- Pet assisted literacy programs



Animal Friends for Veterans

Animal Friends has a long standing tradition of underwritten adoptions for veterans and active military. Program also focuses on pet retention and relationship-building with pets.

- No cost customized adoptions
- Affordable spay/neuter packages for owned cats & dogs
- Affordable veterinary services
- No or low-cost behavior support
- Free pet food assistance
- Emergency boarding

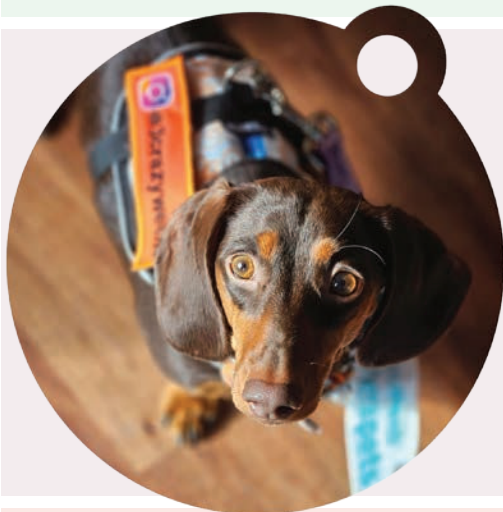


Animal Friends Therapets

We impact tens of thousands of lives each year with the healing power of animals through our pet therapy programs.

Accompanied by their human handlers these dogs cats and rabbits visit:

- Hospitals
- Schools
- College Campuses
- Courtrooms
- Specialized Care Facilities
- Other locations throughout the region



Chow Wagon

The Chow Wagon Pet Food Bank provides access to free, nutritious food for dogs, cats and rabbits for individuals and families facing financial difficulty.

- Pet Food Bank
- Pet Food distribution to local food panties
- D.I.Y. community cat shelter kits
- Seasonal straw drop for community cat shelters



Friends For Life Pet Retention Services

Friends for Life provides support to pet owners in need, breaking down financial barriers to pet wellness services.

- Resource referrals for affordable veterinary care and other needed pet resources
- Pet care supplies
- Re-sale shop



Tiers of Impact

Flexible Sponsorship Opportunities

Choose a sponsorship level that aligns with your marketing objectives, and let's create a partnership that makes a lasting impact.

Animal Friends is excited to offer tiered sponsorship packages that provide consistent benefits across our signature events, with additional unique perks tailored to each event. Our sponsorship levels are designed to maximize your brand's visibility and engagement with our dedicated community, whether you choose to support Alley Up, Bow Wow Bingo, the Golf Outing, Black Tie & Tails or a combination of events. Each tier includes core benefits—such as prominent logo

placement, recognition on our website and social media, and event signage—along with exclusive opportunities specific to your chosen event.

Please note that Presenting Sponsorships are available and negotiated separately, offering exclusive branding and premier recognition. Current presenting sponsors will be given the first right of refusal to continue their support. Additionally, some sponsorship benefits are subject to print deadlines, so we encourage early commitment to ensure your brand receives maximum exposure.

| Sponsorship Benefits | DIAMOND COLLAR \$10,000 | PLATINUM PAW \$5,000 | GOLDEN PAW \$2,500 | SILVER LEASH \$1,500 | BRONZE BUNNY \$500 | PEWTER BOWL \$250 |
|----------------------------------------------------------------------------|----------------------------|-------------------------|-----------------------|-------------------------|-----------------------|----------------------|
| Logo on event website | ● | | | | | |
| Logo in print and/or digital communications | ● | ● | ● | | | |
| Logo on print and/or digital materials with links to the company website | ● | ● | | | | |
| Logo displayed during the event | ● | ● | ● | ● | ● | |
| Promotion on social media and in electronic newsletter pre and post event | ● | ● | ● | ● | ● | ● |
| Name recognition on event page | ● | ● | ● | ● | ● | ● |
| Therapet visit at your company | ● | ● | | | | |
| Opportunity for your team to participate in a Day of Service on our campus | ● | ● | ● | ● | | |

INTERESTED IN BEING A SPONSOR?

Learn more on our website at ThinkingOutsideTheCage.org/Sponsor

For more information, please contact:

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Corporate and Community Partners Manager

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