

ASPCA



ASPCA[®] THE 2010 HUMANE AWARDS LUNCHEON

Recognizing animal heroes who have demonstrated extraordinary efforts and individuals who made a significant impact in the lives of animals.



THE 2010 HUMANE AWARDS LUNCHEON

The American Society for the Prevention of Cruelty of Animals (ASPCA) is pleased to announce several new Corporate Sponsorship opportunities surrounding our Annual Humane Awards Luncheon. This awards luncheon recognizes animal heroes that have demonstrated extraordinary efforts, as well as individuals who made a significant impact in the lives of animals during the past year. The ASPCA Humane Awards are given in six distinct categories, each identified for their unique contribution to their community. The 2010 ASPCA Humane Awards Luncheon, hosted by NBC news anchor, Chuck Scarborough, will be held on Thursday, November 11, 2010 at The Pierre, one of New York City's most distinguished and renowned venues.

Partnering with the ASPCA will provide your company with a wonderful opportunity to market its brand and products to an affluent and compassionate audience. Historically, the ASPCA Humane Awards Luncheon has attracted over 450 of New York's most fervent animal lovers. Past ASPCA Humane Award honorees include high-profile individuals such as Ellen DeGeneres, Russell Simmons and Ric O'Barry.

WE ANTICIPATE COVERAGE OF THE EVENT BY:

*New York Daily News,
New York Post, New York Times,
Women's Wear Daily,
New York Magazine,
Avenue Magazine,
Quest Magazine, USA Today,
Hampton Sheet,
Associated Press, People
Magazine, Gotham Magazine,
Hamptons Magazine,
amNew York, Metro NY,
Town & Country,
NewYorkSocialDiary.com,
ASPCA Action and
both local and national
broadcast news outlets.*

THE HUMANE AWARDS

The Humane Awards Luncheon provides the ASPCA with a forum to recognize those individuals who have demonstrated an extraordinary commitment and compassion for animals. The luncheon is our way of recognizing the important role animals play in our lives, the significance of the human-animal bond, and the people who make animal welfare an integral part of their lives. Additionally, the luncheon allows the ASPCA to recognize those animals that have performed a heroic deed in the service of humans or other animals. **ASPCA Humane Awards are given in six distinct categories.**

THIS YEAR'S AWARDS INCLUDE:

ASPCA DOG OF THE YEAR

For a dog who has performed a heroic act in the past year;

ASPCA CAT OF THE YEAR

For a cat who has performed a heroic act in the past year;

ASPCA "TOMMY P. MONAHAN" KID OF THE YEAR

For a child aged 14 or under who has rescued an animal or helps make the world a kinder place for animals;

ASPCA PUBLIC SERVICE AWARD

(Firefighters, Law Enforcement Officers, Military Officers, Etc.)

For a public service officer who has made a heroic effort to save an animal's life in the past year or has demonstrated a commitment to animal safety throughout his or her career;

ASPCA HENRY BERGH AWARD

Named in honor of the ASPCA's founder, the Henry Bergh Award honors those who follow in the footsteps of the organization's first advocate. The recipient not only works on behalf of animals, but also galvanizes those around him to contribute to the care and well-being of animals; and

ASPCA LIFETIME ACHIEVEMENT AWARD

The Lifetime Achievement Award recognizes an individual who, during the course of his/her life, has exhibited impeccable leadership, sensitivity, and dedication to animal welfare. The recipient has demonstrated a lifetime of passion and commitment to the cause, and has spent their life working towards a common goal for the good of all animals.



Past Humane Awards Luncheon attendees have included personalities such as Cindy Adams & Isaac Mizrahi.



Cindy Adams & Marsha Perelman



Isaac Mizrahi & Linda Lambert

SPONSORSHIP BENEFITS

\$25,000

- **Naming Opportunity:** tagline of award to be supported by your company name
- **Logo/Name inclusion on all printed materials**
 - Company logo inclusion on ASPCA event webpage*
 - Company logo on all relevant award nomination collateral*
 - Company name included on solicitation mailing (approx. 2,200 impressions)*
 - Company name displayed in luncheon invitation (approx. 2,500 impressions)*
 - Company name recognition in luncheon program*
- **Opportunity to serve on the Humane Awards selection committee**
- **Prominent table of ten at the Humane Awards Luncheon**
- **Podium recognition at luncheon**
- **Company name included on award**
- **VIP photo opportunity with award recipient**
- **Logo/Name inclusion on local and national press materials and public service announcements**
- **Recognition in the ASPCA's Annual Report (approx. 10,000 impressions)**
- **Industry exclusivity and right of first refusal for the following year**

We welcome your further exploration of a mutually beneficial partnership, and would be glad to entertain your comments and questions.





ASPCA® A BRIEF OVERVIEW

New York diplomat and philanthropist Henry Bergh founded the ASPCA in 1866 on the belief that animals deserve kind and respectful treatment at the hands of humans and protection under the law. As the first humane organization established in the Americas, and the first to be given legal authority to enforce anti-cruelty laws, our mission for over 140 years has been "to provide effective means for the prevention of cruelty to animals throughout the United States." Today, the ASPCA boasts **more than two million supporters from across the United States**, all with the common goal of alleviating the injustices animals face each day.

The ASPCA fulfills its mission by providing local and national leadership in animal adoption, shelter management, veterinary medicine, animal behavior, animal assisted therapy, animal poison control, anti-cruelty law and enforcement, and humane education. We remain wholly committed to improving the lives of animals through progressive and strategic methods that effect lasting change. With every animal we rescue and every abuser we bring to justice, we move one step closer to the day when no animal suffers senseless pain or neglect and every adoptable pet finds a permanent, loving home.

As evidenced by leading market indicators, corporate sponsorships provide an opportunity for corporate partners to strengthen their brand, cultivate new and existing clients, improve client relationships, and improve employee morale.

2009 HIGHLIGHTS

Anti-Cruelty Group

A team of experts managed the investigation of a “puppy mill” in Tennessee in February where over 250 dogs were seized. Forty-three of the 250 dogs were transferred to our Adoption Center in NYC where they were treated and placed in caring homes. We are committed to advocating for legislation to improve the conditions in dog breeding facilities and to helping investigate and gather evidence against those facilities where animals suffer from cruelty and neglect. We also assisted in the largest dog fighting raid in U.S. history this past July in which over 500 dogs were seized across an eight state dog fighting ring. At the request of the Humane Society of Missouri, the ASPCA joined state and federal authorities to rescue and provide veterinary care to the dogs, as well as collect forensic evidence to help prosecute the case. The ASPCA also assisted in the behavior evaluation of the dogs, including newborn puppies.

Animal Health Services

This past April, the ASPCA held its first spay/neuter block party, over 100 dogs and cats were spayed/neutered, vaccinated and micro-chipped. In addition, 250 spay/neuter appointments were made that day. Our Mobile Spay/Neuter Clinics program, which ran the event, performed over 30,000 free and low-cost surgeries this year.

The first ASPCA Spay/Neuter Summit was held in August, a training workshop attended by spay/neuter veterinary staff from the ASPCA and other NYC animal welfare organizations. Taught by seven of the nation’s premier veterinary surgeons, this event consisted of lectures and a dry lab, as well as a full-day wet lab on the ASPCA’s five mobile spay/neuter units during which 140 animals from five rescue groups were spayed/neutered. We hope to expand the Summit in coming years.

Community Outreach

The ASPCA found loving and lasting homes for over 3,800 homeless dogs and cats this year alone. We operate a state-of-the-art adoption facility which features co-housing, to reduce our animals stress during their stay with us and a 2,000 square foot in-door play area called Monster Park.

The ASPCA successfully lead “**No Healthy Deaths Months**”, a city-wide initiative during January, February and March where no healthy animal was euthanized in the city’s shelters due to a lack of space or resources to care for them. During these months we took in 337 cats from Animal Care and Control of NYC.

We welcomed Sacramento, CA and Shelby County, AL to join ASPCA® Mission: Orange™ (AMO), a program boasting tremendous results in improving the Live Release Rates in several of our AMO communities, including Austin, TX, Tampa, FL and Spokane, WA. Other current AMO communities include: Buncombe County, NC; Charleston, SC; Cleveland, OH; and Oklahoma City, OK. Live Release Rate equals the number of animals who enter a given shelter system divided by the number who leave the system alive, either through adoption or being returned to their owner.





**FOR FURTHER INFORMATION ON
SPONSORSHIP OPPORTUNITIES
FOR THE 2010 ASPCA® HUMANE
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ASPCA® Please Make Pet Adoption Your First Option®
and urge all those you know to do the same.

THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®

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*The contents of this proposal are privileged and confidential and are intended only for the use or uses described within.

**The ASPCA is a 501(c)(3) organization as described in Section 170(b)(1)(a)(vi) of the Internal Revenue Code. The amount of any sponsorship payment that qualifies as a charitable contribution is limited to the excess of the amount of any money, and the value of any property other than money, contributed by the donor over the value of the goods and services provided by the organization.