



Second Chance!
animal rescue society

EVENT
Sponsorship
PACKAGE 2025

sponsorship@scarscare.ca | www.scarscare.ca



BECOME A CORPORATE SPONSOR

SCARS offers local businesses the opportunity to partner with us on an annual basis as a corporate sponsor. The program is designed to complement your current advertising by helping you reach our thousands of loyal supporters.

As a corporate sponsor you will receive benefits annually that are designed to expand your reach and build brand awareness through an aligned partnership. We will introduce you to our fiercely loyal support base of well over 79,000 animal lovers. You will make an impact in the animal welfare community through our social media outlets, on our website, and at marketing and promotional events.

WHO WE SERVE



THE POWER OF REACH



PROGRAMS SUPPORTED BY EVENTS:

SPAY & NEUTER RETURN 150+ animals impacted in 2024

Spay-Neuter-Return is where we visit partner communities to offer free veterinary services. On request, we transported owned pets to one of our veterinary partners to be spayed or neutered, vaccinated, dewormed and microchipped. The pets spend one or more days recovering at the clinic and we then return them to their homes. This program is crucial in reducing the number of unwanted litters being born.

WALLS FOR WINTER 65 pet shelters provided in 2024

The Walls for Winter program provides heavily insulated shelters and straw to residents in rural communities that otherwise would not be able to provide a warm refuge for their pets.

MAIN RESCUE FUND 1500+ animals impacted in 2024

This is our main donation collection fund. When you contribute to this fund you are supporting ongoing veterinary care, food, and shelter costs as well as the many other necessities required to sustain the hundreds of animals we care for throughout the year.

SCARS

Gift Markets



SPRING MARKET: MAY 24 & 25
HOLIDAY MARKET: DEC 6 & 7

Join us in celebrating creativity and community by sponsoring our Spring and Holiday Gift Markets! These vibrant events showcase local artisans, attract diverse crowds, and offer fantastic visibility for your brand. By partnering with us, you'll not only gain exposure through promotional materials and social media, but also demonstrate your commitment to supporting local businesses, craftspeople and artisans.

Together we can create memorable experiences while enhancing your brand's presence in the community.

These pet-friendly markets are always well-attended, with over 100 vendors attracting 3,000 shoppers. Selected adorable, adoptable SCARS animals will be in attendance as well. As a sponsor you will have the opportunity to engage face-to-face with potential customers, share your story, and offer giveaways and samples if you wish. The markets are hosted at the amazing Edmonton Aviation Museum.

SPONSORSHIP BENEFITS

1 Available for each market

PRESENTING SPONSOR | \$2500

- Brand signage at market entrance
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Opportunity to attend the market to engage with attendees

ADOPTION BOOTH SPONSOR | \$1000

- Brand signage at high-traffic animal adoption area
- Recognition on all social media platforms
- Recognition on SCARS website

**SPRING
SOLD**

PHOTOS WITH SANTA SPONSOR | \$1000

- Brand signage at photo area
- Recognition on all social media platforms

**WINTER
SOLD**



TAILS *on the* TRAILS

JULY 12, 2025

When you join us as a sponsor for our 21st annual pledge walk in beautiful Lions Park in St. Albert, you'll not only be raising funds to save deserving animals' lives, you'll be helping us celebrate community, health, and togetherness. With local vendors, a mouthwatering BBQ, a refreshing beer garden, and best of all—adoptable animals— you'll be at the forefront helping to create a fun-filled day that brings people together for a great cause.

Your sponsorship will help cover event costs, allowing us to save more lives together. In return, you'll gain valuable exposure to a diverse audience, showcasing your brand as a leader in community support. This is a chance to align your business with positive change while connecting with potential customers in a meaningful way.

Our pledge walk has been an integral part of SCARS for the past 21 years. It is one of our most popular annual events, attracting hundreds of participants, from both the local and surrounding areas.

Thank you for considering this opportunity to make a difference!



SPONSORSHIP BENEFITS

PRESENTING SPONSOR | \$4000

1 Available

- Brand signage displayed at park entrances as well as high visibility registration areas
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Brand logo on event swag
- Company display booth/table

PRIZE SPONSOR | \$1500

1 Available

- Brand signage displayed at registration table
- Recognition on all social media platforms
- Recognition on SCARS website

PUPPY YOGA SPONSOR | \$1000

2 Available

- Brand signage at puppy yoga enclosure
- Recognition on all social media platforms
- Recognition on SCARS website

BEER & BBQ SPONSOR | \$1000

1 Available

- Brand signage at high traffic beer garden/bbq enclosure
- Recognition on all social media platforms
- Recognition on SCARS website

ADOPTION TENT SPONSOR | \$500

2 Available

- Brand signage at the adoption tent for dog/puppy or other adoption areas
- Recognition on all social media platforms
- Recognition on SCARS website

SPONSORED

SPONSORED

SPONSORED

SPONSORED

Pars for SCARS

JULY 25, 2025

We're excited to announce our upcoming golf tournament we call PARS for SCARS! We'd like to invite you to partner with us as a sponsor! This event is a fantastic opportunity to showcase your business while supporting a great cause. You'll be visible to over 200 golfers, have the opportunity to network with local leaders, potential customers, and like-minded businesses in a relaxed and enjoyable atmosphere.

Your sponsorship will raise crucial funds to save many lives. Together we can drive change while enjoying a fantastic day on the course. We'd love to share it with you!



SPONSORSHIP BENEFITS

TITLE SPONSOR | \$5000

1 Available per tournament

- One team entry (4 golfers), includes meal
- Brand signage displayed at highly visible tournament registration desk
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition at event
- Full page greeting/message in program

PROGRAM SPONSOR | \$3500

1 Available per tournament

- One pair entry (2 golfers), includes meal
- Brand signage displayed at reception and dining area
- Recognition on all social media platforms
- Recognition on SCARS website
- Half Page greeting/message in program

GOLF CART SPONSOR | \$2500

1 Available per tournament

- Brand signage displayed on golf carts
- Recognition on all social media platforms
- Recognition on SCARS website
- Quarter page greeting/message in program

FOOD HOLE SPONSOR | \$1000

3 Available per tournament

**2
LEFT!**

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- *Food can be provided in-kind
(1 serving/participant or cash donation for the purchase)

BEVERAGE HOLE SPONSOR | \$1000

3 Available per tournament

- Brand signage displayed at hole
- Recognition on all social media platforms
- Recognition on SCARS website
- *Beverages can be provided in-kind
(1 serving/participant or cash donation for the purchase)

HOLE SPONSOR | \$500

12 Available per tournament

**4
LEFT!**

- Brand signage displayed at hole
- Recognition on all social media platforms
- Company representative at hole to engage with golfers

21st Annual CRITTERS & COCKTAILS

Gala Night



NOVEMBER 1, 2025

SCARS is so pleased to offer this special sponsorship opportunity in support of our annual flagship event 'Critters & Cocktails'!

When you join us you will become an important part of a special evening dedicated to the rescue of animals in need. As a sponsor, your business will play a crucial role by providing shelter, medical care, and most importantly, 'Second Chances' for countless animals.

In return, your business will gain valuable exposure within the community, showcasing your commitment to animal welfare and social responsibility. Our gala normally hosts 400+ guests, including many business and community leaders.

Guests at the gala will be welcomed with a complimentary glass of Prosecco before entering the exquisitely decorated main hall. Our guests will enjoy a sumptuous buffet dinner, shop the extensive silent auction and live auctions, view the highly anticipated video showcasing SCARS' remarkable rescue efforts over the past year and much, much more. It is a truly memorable evening.

With numerous sponsorship levels available, there's an opportunity for everyone to make a difference. **Together we CAN save lives!**

SPONSORSHIP BENEFITS

TITLE SPONSOR | \$7500 - 1 Available

- Half page e-program greeting/message
- Brand signage in high visibility areas (entryways, throughout the event)
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition in SCARS annual report
- Naming rights to the event litter of puppies
- 2 complimentary gala tickets

TRIP SPONSOR | \$5000 - 1 Available

- Half page eprogram greeting/message
- Brand signage in high visibility areas (trip display area, entryways)
- Recognition on all social media platforms
- Recognition on SCARS website
- Recognition in SCARS annual report
- Naming rights to the event litter of kittens
- 2 complimentary gala tickets

MEAL SPONSOR | \$5000 - 1 Available

- Special mention in e-program
- Brand signage at meal service areas
- Recognition on all social media platforms
- Recognition on SCARS website
- 2 complimentary gala tickets

WINE SPONSOR | \$3000 - 1 Available

- Special mention in e-program
- Brand label on bottles
- Recognition on all social media platforms
- Recognition on SCARS website



CRITTERS & COCKTAILS SPONSORSHIP BENEFITS CONTINUED

PUPPY / KITTEN PAVILION SPONSOR | \$2000 *1 Available*

- Special mention in e-program
- Brand signage displayed at pavillions
- Recognition on all social media platforms
- Recognition on SCARS website

ENTERTAINMENT SPONSOR | \$2000 - 1 Available

- Special mention in e-program
- Brand signage in high visibility areas
- Recognition on all social media platforms
- Recognition on SCARS website

LIVE AUCTION SPONSOR | \$2000 - 1 Available

- Special mention in e-program
- Acknowledgement at event from auctioneer
- Recognition on all social media platforms
- Recognition on SCARS website

PHOTOBOOTH SPONSOR | \$1500 - 1 Available

- Special mention in e-program
- Recognition on all social media platforms
- Recognition on SCARS website
- Company logo on digital photos

THEME DECOR SPONSOR | \$1500 - 1 Available

- Special mention in e-program
- Acknowledgement in trade centerpieces
- Recognition on all social media platforms
- Recognition on SCARS website

SILENT AUCTION SPONSOR | \$1500 - 1 Available

- Special mention in e-program
- Brand signage at auction area
- Recognition on all social media platforms
- Recognition on SCARS website

VOLUNTEER SPONSOR | \$1000 - 2 Available

- Special mention in e-program
- Company logo on auction tables
- Recognition on all social media platforms
- Recognition on SCARS website

