PARTNERSHIP OPPORTUNITIES

Promote animal welfare. Build your brand. Support the community.

- The Palm Springs Animal Shelter is a no-kill shelter and animal welfare organization serving thousands of animals (and their humans) every year.
- When you partner with PSAS, you’re partnering with an organization known for its integrity, passion, and community involvement.
- PSAS won The Desert Sun’s Best Nonprofit Organization in 2020, and Best Fundraising Event in 2019 for our Faux Fur Ball.
Our Innovative Programs Lead to the Best Possible Outcomes for Our Pets

- In addition to saving the lives of hundreds of homeless pets each month, PSAS is also known for it’s Trap-Neuter-Release (TNR), Community Cats, and programs to help pet owners: Low cost vaccine and spay/neuter clinics, licensing, behavioral assistance, and pet food bank.

- We are truly committed to each and every single animal placed in our care and in the community. We do whatever it takes to ensure our homeless pets become adoptable and that their adoptive families have the resources they need to be happy and successful forever homes.
Our Brand Has Wide Reach in the Coachella Valley and Beyond

- Over 18,000 Email Subscribers
- More than 23,000 Facebook Followers
- Over 21,500 Instagram Followers
- More than 6,000 Donors Annually
- More than 700 Active Volunteers
- More than 50,000 People Receiving Pet and/or Adoption Services every single year
When You Partner with the Palm Springs Animal Shelter…

► You’re supporting the health and well being of our community’s pets
► Employee morale is shown to improve when organizations are engaged in charitable efforts
► You’ll be aligned with a reputable brand
► Your donations will be 100% tax deductible through our 501c3 (Friends of the Palm Springs Animal Shelter)
► You’ll be acknowledged and promoted to our followers in a number of ways
► You can have access to fun events, animal encounters, and so much more
Event and Campaign Sponsorship

Our events and campaigns need you to make them a success!
“PS WE LOVE YOU” Scavenger Hunt

► All-new and exciting fundraising event. The first annual PS We Love You Scavenger Hunt is engaging, fun, and open to everyone. We are expecting between 300-500 participants, who will form teams to solve clues on gameday, followed by an awards party and vendor fair at the Shelter. The team with the most points will win prizes (to be announced) and bragging rights.

► Event Details
  - Date: Saturday, October 16th
  - Time:
    - Game - 10am to 2pm
    - Vendor Fair - 1:30pm-3:30pm
  - Location: Palm Springs Animal Shelter and Demuth Park
  - Price:
    - Game - $35 per person (Limit 5 people per team)
    - Vendor Fair - Free to the public
  - Event website: https://psashunt.causevox.com/

► Sponsorship Opportunities
  - Here is your chance to get incredible exposure for your business or organization while supporting the life-saving work of the Palm Springs Animal Shelter.
  - Learn more on next slide
TO JOIN THE HUNT PLEASE CONTACT OUR DEVELOPMENT TEAM SPONSOR@PSANIMALSHELTER.ORG
Faux Fur Ball

- A Best of the Desert fundraising event, our Faux Fur Ball is a signature fundraiser for the Palm Springs Animal Shelter. Though we were unable to hold the event in its full, live form in 2020 and 2021, we invite you to set your calendars for April 2nd, 2022. We are excited to return and be better than ever.

- Sponsorship opportunities include:
  - Event Sponsor- Based upon level, event sponsors may receive VIP seating, special recognition, listing in all promotions and event program, stage presence, and more.
  - Event Donor- Donating to the event’s live or silent auction is a wonderful way to showcase your talent, products, or services.
Other Events TBD

- Spring and Fall Home Tours
- Volunteer Appreciation- 700 Volunteers
- Annual Yard Sale
- Free Spay Neuter Day
- Virtual Cooking, Wine-Tasting, Other Events
- Fun Walk/Run Event
- Art Auctions
- Have an Idea? Let’s Talk
Matching Sponsor, Spring or Year-End Campaign

- Be aligned with one of our most visible fundraising campaigns by stepping up as a matching sponsor. We will use your gift to encourage donations and double their impact.
- Our Love Letter spring campaign is held February-March each year
- Our Mid Year campaign is held June-July
- Our Year End campaign will be held November-December, 2021
- Matching sponsors will be acknowledged through our e-blasts and social media channels
Opportunities at the Shelter

Be part of the excitement and the love by supporting happenings at PSAS
Give Our Pets a Holiday They Won’t Forget

- Our animals celebrate the holidays, too. And, your support can help make these efforts even more amazing. You’ll get to be part of the fun and get shout outs on social media and in our newsletter. Holidays include:
  - Valentine’s Day- Treats for the pets we love
  - Fourth of July- Hot dogs for dogs. Curious cats. And more.
  - Halloween- Costumes, treats, and so much fun.
  - Dogsgiving- It’s a feast for our furry friends.
  - Christmas- Toys and treats for our pets.
Present Our “Ask an Expert” Series

- Pet owners want information and our in-house team of medical and behavioral experts are launching an “Ask the Expert” virtual quarterly information series in 2022.

- Sponsor the entire series or an individual session and get exposure to an audience of pet owners, pet lovers, and PSAS volunteers.

- Topics may include:
  - Behavioral issues and small dogs: How to overcome common problems.
  - Feeding your senior pets and getting the best out of their golden years.
  - Socializing cats. They don’t all have to be aloof.
  - Vet Q&A: Ask your medical questions.
Bring PSAS to You

We’ll bring all the fun (and sometimes some fur) to you!
Host a Pop Up Event

- Let’s face it - people love pets. We can work together to create a pop-up event that helps you draw attention (and sales) and helps PSAS raise visibility and funds.

- PSAS prefers to conduct adoption events in the safety and comfort of our facility. But, that doesn’t mean we can’t bring a special guest or two to your event.

- Please note, PSAS is completely COVID compliant. So, we will work with you in ensuring the safety of all two-legged and four-legged guests.
Point of Sale, Proceeds Fundraising

► Show your customers you’re committed to our community’s pets and animal welfare. Your options include:

► Ask customers to round up for pets or donate at Point of Sale. We can work with you if your software has a round up option, or coach you if it doesn’t.

► Accept cash donations at the register. We will provide a receptacle for you.

► Do a “Purchase the Paw” program and let donors write their name on a paper paw that you can display.

► Donate a percentage of proceeds to PSAS. With a formal agreement, we will help you by promoting your efforts through our channels.
Puppy Party or Kitten Crash

- Want to sponsor an in-house event for your team that’s full of “awwwwww”s? PSAS can work with you to create a Puppy Party or Kitten Crash that’s safe for our pets and a HUGE stress reliever for your folks.

- Or, better yet, we can host your event at the Palm Springs Animal Shelter (once it’s COVID appropriate). Come hang out in our Cool Cats room or in one of our canine play yards.

- We’ll introduce you to cute critters while sharing the story of the amazing work being done at the Shelter.
Let’s Work Together

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