The Animal Welfare league of Arlington (AWLA) is a private, nonprofit organization committed to the humane treatment of animals and the promotion of animal welfare.

AWLA provides care and refuge for homeless and suffering animals; places animals in loving, responsible homes; prevents cruelty to animals; provides animal control services to Arlington County; educates the public; and provides animal welfare-related community services.

Founded in 1944, AWLA serves the Northern Virginia and D.C. metropolitan area.

Our Vision
A humane community in which animals and people live together harmoniously.

Our Mission
Improving the lives of animals and people by providing resources, care, and protection.

In Fiscal Year 2020 AWLA:
- Adopted out 2,255 animals
- Achieved a 97% positive outcome rate
- Managed 1,762 wildlife cases
- Helped more than 1,300 pets and families with Community Assistance Programs

Address: 2650 S. Arlington Mill Dr. Arlington, VA 22206
Phone: 703-931-9241   Website: www.awla.org   Tax ID # 54-0603502
Why become an AWLA Sponsor?

**Sponsors Make a Meaningful Impact**

It costs $3.5M annually to operate the shelter and provide programs and services to help animals in need and the people who love and care for them. Sponsorships play a major role in making this support possible for the Arlington community and the ever-growing surrounding area.

As a business that serves our community, we invite you to become an AWLA Sponsor. In exchange, we will highlight your commitment to AWLA to our broad network of engaged animal-loving supporters, including community leaders, pet adopters, volunteers, and donors.

As a sponsor you have an opportunity to connect with:

- **Nearly 40,000 email subscribers**
- **More than 22,000 followers**
- **18,000 followers**
- **25,000 active website users per month**

Whether you are looking to build brand recognition, boost community connection, tap into our wide network of supporters, attract investors, increase media attention, or simply provide a little love to animals in need, your support as a sponsor will leave a lasting impact.

**How to Sponsor**

We offer a variety of sponsorship options and invite you to take a look at the available opportunities listed on the following pages.

For questions, or to become a sponsor, contact Hollie Dickman at hdickman@awla.org or 703-931-9241 ext.270.

Hollie is happy to share more details about any of the programs, chat about customizing an opportunity, and provide next steps for your sponsorship.
Animal Sponsorship

Kennel Sponsorship
Show your support for AWLA animals with a personalized sign on a shelter kennel for the 2021 calendar year. Kennel sponsorships also include name and link recognition on the AWLA website for duration of sponsorship.

Dog Buddy
$750
9 available
20” by 10”
sign on a
dog run

Puppy Pal
$500
2 available
20” by 10”
sign on a puppy
room door

Cat Comrade
$250
18 available
7” by 5” or 5.5”
by 3.5”
sign on a cat kennel

Small Companion Champion
$150
10 available
5.5” by 3.5” on a
SCA kennel

AWLA Animal Sponsorship: $100
The average daily cost to care for a shelter animal is $25 and includes food, medication, enrichment supplies, and treats.

When you sponsor a cat, dog, or small companion animal, you will get a profile and digital picture and the story of your honorary animal to share on social media, with your team, and community. You’ll also get regular updates and a postcard when your honorary animal is adopted!

Interested in an animal focused sponsorship?
Contact Hollie at hdickman@awla.org or 703-931-9241 ext. 270 to request your application, ask any questions, or to learn more.
**Program Sponsorship**

**Kitten College Sponsor: $10,000**

Exclusive sponsor for the 2021 calendar year.

Company logo and link on Kitten College page on AWLA’s website with more than 25,000 active users per month. Quarter-page write-up in printed Pawpourri newsletter/Annual Report sent to 15,000 donors each fall.


Learn more about the Kitten College program [HERE](#).

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**Welcome Wagon Sponsor: $10,000**

Exclusive sponsor of AWLA’s animal transfer program for the 2021 calendar year.

More than 1,600 animals from near and far were transferred to AWLA in fiscal year 2020.

Quarter-page write-up in digital Newsletter emailed to 40,000 each spring. Company logo on back of AWLA’s transfer van.

**Adoption Ally: $3,000**

3 available

Include information about your business in every adoption folder (physical or digital) for the 2021 calendar year. AWLA celebrated 2,255 adoptions in fiscal year 2020. Logo and link on AWLA website for duration of sponsorship. Company name on shelter donor recognition signage (updates in July 2021).

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**Smarty Pets Series Sponsor: $7,500**

Exclusive sponsor of AWLA’s monthly community education series for the 2021 calendar year. Company recognition in Smarty Pets promotions on social media, email blasts to 40,000 subscribers at least once a month, and each program website. Recognition on AWLA website. Company name on shelter donor recognition signage (updates in July 2021).

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**Calendar Contest Sponsor: $5,000**

Exclusive sponsor of AWLA’s annual month-long calendar contest fundraiser. Participants submit photos of their animals and/or vote for their favorites to win the coveted cover spot. More than 150 pets entered and $38,000 raised in 2020.

Company name on promotions for contest, shared on social media, contest page, AWLA website, and emails. Company page tagged on social media posts recognizing sponsorship. Sponsor recognition on the calendar. Company name on shelter donor recognition signage (updates in July 2021).
**Pet Pantry Sponsor: $2,000**

AWLA’s Pet Pantry supported more than 600 animals in the community in fiscal year 2020. Exclusive sponsor for 2021 calendar year. Recognition includes: company logo on Pet Pantry shelter signage, AWLA’s website, social media, and email blasts including Pet Pantry information going to almost 40,000 engaged subscribers.

**Rabies Clinic Sponsor: $2,500**

Exclusive sponsor for the 2021 calendar year. Low-cost rabies clinics are offered approximately 8 times a year, providing affordable vaccinations to hundreds of community pets.

Company mentioned in posts referencing Rabies Clinics on social media and email blasts going out to almost 40,000 subscribers. Logo and link recognition on AWLA’s website for the duration of sponsorship. Opportunity to distribute company handouts at the clinics.

**Kids Summer Camp: $1,500**

Whether in-person or online, AWLA Summer Camp provides fun, creative, and educational programming for kids ages 6-13 to learn about sheltering and animal welfare. Exclusive sponsor for 2021 summer camp. Company logo and link on AWLA summer camp website, social media posts, and email promotion sent to 40,000 subscribers.

Ready to sponsor an AWLA program?

Reach out to Hollie at hdickman@awla.org or 703-931-9241 ext. 270 with questions, to learn more about the program you’re interested in, or to get your sponsor application. Exclusive sponsorships are first come, first served. Select yours today!
Event Sponsorship

AWLA 2021 Special Events: variety of levels available

The look of special events may have changed throughout all the challenges of the global pandemic, but moving events online hasn't slowed down the fun.

We have gotten creative with socially distanced Porch Portraits, bad pet drawings on Facebook, online trivia nights, and more. Online events have allowed us to connect with even more animal lovers!

If you'd like to sponsor an AWLA event, let Hollie know at hdickman@awla.org and she can set you up with an upcoming event that is right for you.

Walk for the Animals

2021 opportunities to come! Email Hollie at hdickman@awla.org to get first picks when available.

In September 2020 AWLA hosted our first ever online Walk for the Animals. Supporters tuned in to enjoy three live video sessions that reached more than 4,500 viewers. Together, 175 peer-to-peer fundraisers and 700+ donors raised more than $106,000 for animals in need!

Want to sponsor our next special event and get first access to Walk sponsorships?
Let Hollie know at hdickman@awla.org or 703-931-9241 ext. 270.
Have something specific in mind? Reach out and we can chat about customizing an opportunity just for you.