

# Strategic Partnerships

March 9, 2024



The biggest fundraising event of the year to benefit homeless and abused pets in need.






























# Sponsorship Opportunities

We would love for you to join us at this year's Tails of Hope Telethon, featuring stories of life-saving care and hope for pets in need.

## Set Sponsors

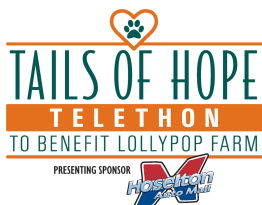
Exclusive Set  
\$12,000

Phone Bank Set  
\$6,000

Logo included on TV commercials airing on 13WHAM, CW Rochester, and Fox Rochester		
Company logo & hyperlink on website & emails		
Logo on event advertising and collateral		
Sponsor name listed in press release		
Logo featured on 13WHAM-TV email to 50,000 Sinclair Broadcasting Group email addresses		
Three 30 second commercials during broadcast*		
One 30 second commercial during broadcast*		
Logo featured on exclusive set, 2-4 times per hour**		
Logo featured on Phone Bank Set, 2-4 times per hour**		
Logo shown in top of the hour program identification		
Logo in rotation on bottom of screen by phone number		
Company represented for a 60 minute slot at the phone bank		
Mention and tagged as Sponsor of the Week for one week on social media, webpage, and email		
Check presentation featured during broadcast		
One insert or ad in all donation thank you letters		
Promo sample & materials in 1,000 adoption packets		

\*provided by company. Must align with Lollypop Farm's organizational values and be pre-approved

\*\*May vary during 6-7pm hour due to 13WHAM news



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## Broadcast Sponsors

Tote Board  
\$12,000

Deluxe Microphone  
\$10,000

Microphone  
\$5,000

Logo included on TV commercials airing on 13WHAM, CW Rochester, and Fox Rochester			
Logo & hyperlink on Telethon website & emails			
Sponsor name listed in press release			
Logo featured on 13WHAM-TV email blast to 50,000 Sinclair Broadcasting Group email addresses			
Three 30 second commercials during broadcast*			
Logo featured on Tote Board Set, 2-4 times per hour**			
Logo on one side of all microphones during broadcast			
Logo included in top of the hour program identification			
Logo in rotation on bottom of screen by phone number			
Company represented for 60 min slot at the phone bank			
Mention and tagged as Sponsor of the Week for one week on social media, webpage, and email			
Check presentation featured during broadcast			
Promo sample & materials in 1,000 adoption packets			

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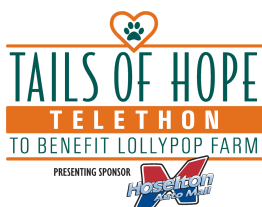
## Matching Gift Sponsors

Direct Mail Challenge  
\$10,000

Social Blitz Day\*\*\*  
\$5,000

Furever Yours  
\$10,000

Logo & Link on Tails of Hope webpage and in Emails			
Sponsor name listed in press release			
Logo featured on 13WHAM-TV email blast to 50,000 Sinclair Broadcasting Group email addresses			
Logo featured in Fur-Ever Yours Ad 2-4 times per hour during broadcast			
Logo featured in Fur-Ever Yours Challenge Email & social media posts			
Logo featured on Blitz Day*** social media (3 times), emails (3 times), and texts (1 time)			
Logo featured in Fur-Ever Yours Thank you email			
Logo featured in Blitz Day*** Thank you email			
Facebook live on Blitz Day*** featuring animal, Lollypop Farm staff member and your company representative			
Company name and logo featured in Challenge Letter to 5,000 donors			
Company name and logo featured in Thank you letter to challenge donors			
Check presentation featured during broadcast			
Promo sample & materials in 1,000 adoption packets			
One 30-second commercial during broadcast			



\*provided by company. Must align with Lollypop Farm's organizational values and be pre-approved  
 \*\*May vary during 6-7pm hour due to 13WHAM news  
 \*\*\*Promotional donation match leading up to Telethon



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## Vignette Sponsors

Closed Caption\*\*  
\$2,500

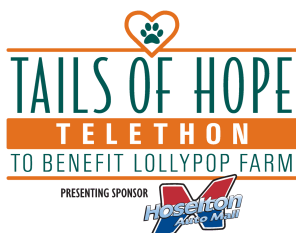
Bundled Vignette  
\$1,500

Vignette  
\$750

Logo & hyperlink on Telethon website & emails			
Sponsor featured social post (mention and tagged)			
Logo featured in opening of 2 television vignettes*			
Logo featured in opening of 1 television vignette*			
Logo and Company name announced as Closed Caption Sponsor each hour (6).			
Logo featured on telethon story hosted on Youtube to share with your customer base			
Logo featured on lobby displays at Lollypop Farm			
Company represented for 60 min slot at the phone bank			
Promo sample & materials in 1,000 adoption packets			

\*Pre-taped vignettes feature stories of life-saving work taking place to help animals in need. Stories may include Humane Law Enforcement, Humane Education, veterinary clinic, adoptions, or other Lollypop Farm programs.

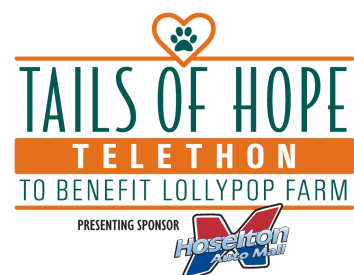
\*\* Only one closed caption opportunity available.



# Reaching Your Audience

According to the 2021-2022 APPA National Pet Owners Survey, 70% of U.S. households own a pet. The Greater Rochester area is no exception to this animal-loving trend. Get in front of your markets and show your audience you care about animals as much as they do. When you partner with Lollypop Farm, you'll gain exposure to the Lollypop Farm audience, including:

- Website traffic averaging 420,000 monthly page views
- Over 57,000 email subscribers
- Over 90,000 Facebook followers, 29,000 Instagram followers, and 3,700 TikTok followers





# Your Partnership Makes a Difference

Established in 1873, Lollypop Farm is one of the longest running animal shelters in the United States and serves multiple counties throughout western New York. Together with our community, we better the lives of animals through justice, prevention, and life-saving care. With a main campus located in Fairport and three other adoption centers throughout the community, the organization provides shelter, care, and adoption for dogs, cats, small animals, birds, reptiles, horses, and other farm animals.



In 2022, 4,193 pets received a second chance.



In 2022, 1,848 pets received love in foster care.



9,109 surgeries were performed by the veterinary team.



Over 3,000 calls were serviced by humane law enforcement.



Over 30,000 pounds of food were provided to families in need.



75 farmyard friends received a second chance.

We can't wait to partner with you to help you grow your business in a meaningful way while saving homeless and abused pets.

## For More Information Contact:

### Tracy Dinan

Corporate Relations  
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tdinan@lollypop.org

