



June 3rd, 2022

Sponsorship Opportunities

Raise
the
Woof

A VIRTUAL TALENT SHOW

to benefit

NORTH COUNTRY
ANIMAL LEAGUE 



Our Purpose

North Country Animal League is a nonprofit animal welfare organization dedicated to promoting compassionate and responsible relationships between humans and animals.



Each year, NCAL shelters over 600 homeless animals and provides them with the care they need to find loving homes. While our adoption fees do not reflect the true cost of care for each animal we save, we rely on the generosity of our supporters to fund our lifesaving work. Events such as Raise the Woof help raise vital dollars for NCAL's Annual Fund, which provides shelter, veterinary care, nutrition, and adoption services for our animals until they are ready to find their forever home. Your support also helps us provide humane education for children and young adults, inspiring the next generation of animal welfare advocates and responsible pet owners.

We invite you to partner with us to provide every animal who enters our doors with the love, health, and happiness they deserve in life.

Thank you for your generosity,

NCAL BOARD OF DIRECTORS

John D. Miller Jr., Board President
Lynne Eyberg, Vice President
Terry Itameri-Kinter, Secretary

Jessica Russell, Treasurer
Holly Berry
Tom Hubbs

Maggie Macdonald
Beth McCormack
Terry Meis



About Raise the Woof

WHO?

Contestants made up of individuals and teams will fundraise their entry fees. Entry fees for Individuals: \$250 for an individual adult and \$100 for an individual kid under 18. Entry fees for groups: \$1,000 for teams of 4 or more adults and \$400 for teams of 4 or more kids under 18.

General admission to the event is free. **Please RSVP** to receive the event admission link closer to the event date.

VIP tickets are available for \$150 (includes delivery of your choice of North Country Charcuterie Kit or Vegancuts Snack Favorites Box). All proceeds go toward NCAL's Medical Fund, which provides critical veterinary care and lifesaving emergency services for vulnerable pets.



WHAT?

Raise the Woof is a Virtual Talent Show to benefit NCAL. Raise the Woof contestants use peer-to-peer fundraising to pay their entrance fee and submit their talent videos for the show. This online competition showcases a variety of creative talents, ranging from musical and dance performances to magic tricks and more. Family friendly acts of all kinds are welcome! Winners will be decided by viewers' choice during the show. First, second, and third place cash prizes will be awarded to the best acts.

WHEN & WHERE?

Talent act registration opens March 21st to the public. Video submissions are due May 16th at midnight, with submissions capped at 20.

Raise the Woof will air live online on Friday, June 3rd at 7:00 pm.

WHY?

This is North Country Animal League's largest fundraising event of the year. During the pandemic, this benefit event has replaced our annual gala as a critical source of funding for our nonprofit. Our goal in 2022 is to raise \$40,000 to support our lifesaving programs and services protecting animals.



Our Audience

Reaching thousands with our message
of compassion for all beings

WEBSITE

32,400 annual viewers

FACEBOOK

10,132 followers

INSTAGRAM

3,460 followers

MONTHLY E-NEWS

5,220 subscribers

Sponsorship Levels & Impact

\$2,500 +

Gives lifesaving emergency surgery to a homeless dog or cat in urgent medical need

\$1,000

Educates children on how to build compassionate and responsible relationships with animals by underwriting the cost of one humane education summer camp

\$500

Feeds community pets in need for one month through our NCAL Meals program

\$250

Transports five rescue dogs to NCAL from overcrowded shelters in Southern states



Sponsorship Benefits Available

Sponsorship Levels	\$2,500 +	\$1,000	\$500	\$250
Marquis placement of logo or name on marketing materials	✓			
60 second sponsor produced video advertisement debut at the commencement of the broadcast	✓			
30 second sponsor produced video advertisement to be aired during the event broadcast		✓		
Sponsor logo or name inclusion on marketing materials and communications, including on event banners, in email marketing to NCAL national database, and on social media	✓	✓	✓	
Press mention in radio spots and newspaper articles	✓	✓	✓	✓
"Presented by" logo or name marketing & event materials including on posters, postcards & event page. Logo or name size proportionate to level of sponsorship.	✓	✓	✓	✓
Logo or name recognized on NCAL's website and in social media promotion	✓	✓	✓	✓

Thank you for supporting
animals in need!

For more information, please visit:

ncal.com/raisethewoof2022

For questions, please contact:

Tracy Goldfine, Executive Director
tracy@ncal.com

[NCAL Website>>](#)

[Raise the Roof 2022 event page>>](#)

[Facebook>>](#)

[Instagram>>](#)

[Sign up for the NCAL newsletter>>](#)

