



Peggy Adams
ANIMAL RESCUE LEAGUE

CORPORATE PARTNERSHIP OVERVIEW

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SAVE LIVES with Peggy Adams Animal Rescue League



For the last 100 years Peggy Adams Animal Rescue League has provided shelter and found countless loving homes for animals in need in Palm Beach County. Peggy Adams Animal Rescue League provides services to over 35,000 animals each year including dog and cat adoptions, affordable medical services, and a community pet food pantry.

The **Mission** of Peggy Adams is to provide shelter for lost, homeless and unwanted animals, to provide spay and neuter and other medical services for companion animals, to care for, protect, and find quality homes for homeless and neglected companion animals, and to advocate for animal welfare, community involvement and education to further the bond between people and animals.

Our **Vision** is to create a community where 100% of the adoptable animals find loving homes and no animals will be euthanized because of pet overpopulation.

We invite you to partner with us in our mission and **SAVE LIVES**. Not only will you get the satisfaction of helping those who cannot speak for themselves, but you will also be branding and marketing your company with one of Palm Beach County's oldest and favorite charities. In 2025, we were voted Palm Beach County's **Nonprofit of the Year** by Nonprofits First.

Cause Marketing Works!

The purpose of cause marketing is to increase exposure and awareness for both the for-profit business and the non-profit organization. Cause marketing is a proven way to get results.

Some of the benefits include:

- An increase in brand loyalty
- An increase in sales
- Positive press coverage and company reviews
- A boost in employee morale
- Differentiation from the competition

One of the biggest potential benefits is a more favorable consumer response. In fact, studies have shown that most consumers say they would **switch from one brand to another** if the other brand were associated with a good cause.

We invite you to **PARTNER WITH PEGGY ADAMS** and use cause marketing to leverage a better return on your investment for your organization while **SAVING LIVES**!



Peggy Adams
ANIMAL RESCUE LEAGUE

A YEAR IN REVIEW



35,000

CATS AND DOGS BENEFITTED FROM PEGGY ADAMS PROGRAMS AND SERVICES

Over
5,000
PETS ADOPTED
into
loving homes

160
LOST PETS
REUNITED
with their
grateful owners



840
FOSTER VOLUNTEERS
provided
temporary care
for

3,870
cats and dogs
through our
Foster Program
including over
1,200
kittens that were nurtured
in our nursery
prior to
foster care



1,050
VOLUNTEERS
contributed over
32,000
HOURS



13,720 **SPAY AND NEUTER**
surgeries performed, including
4,770 **COMMUNITY CATS**
spayed or neutered, vaccinated, and microchipped
at no cost to the community through grant funding



447,000
MEALS
PROVIDED
through
Peggy's Pantry
pet food bank

5,660
LOST OR HOMELESS
cats and dogs were provided
temporary shelter



ON-CAMPUS EVENTS

Mega Adoption Event - Summer Lovin' June 13 and Black FURiday November 27

Themed adoption events will feature fee-waived adoptions, partner booths, giveaways for adopters, and fun activities for people to enjoy as they wait to meet their new best friend.



Host your Own Adoption Event

Based on availability throughout the year

Your organization can host an adoption event that highlights your company and helps get our dogs and cats into loving homes. These events are marketed through our social media platforms and eblasts. Adoption specials and additional marketing can be discussed based on partnership level.



CORPORATE PARTNER BENEFIT HIGHLIGHTS

OUR ONGOING PROMOTIONAL OUTLETS - *Included in various sponsorship levels*

NEWSLETTERS AND IMPACT REPORT

Distribution: 8,000, 3x per year

This seasonal newsletter updates its readers on all the latest happenings and things to come at Peggy Adams. Featuring our animal spotlights, events, and corporate partners, it keeps all our donors informed. Sponsors are listed in the donor section of the Shaggy Sheet and in our Annual Impact Report.



PEGGY TV

Within the lobby of Peggy Adams' Grace Pavilion and throughout the Lesly S. Smith Pet Adoption Center, there are large TVs that display various content including: featured animals, adoption promotions, event advertisement, corporate and business partner videos, and more! Depending on the sponsorship level selected, there could be an opportunity to place a 30-second video on Peggy TV. (Closed captioning is recommended.)

ONLINE

WEBSITE: PEGGYADAMS.ORG

- Logo with link to website

SOCIAL MEDIA

- Mention and/or logo included, based on sponsor level
- Facebook (140k+ followers) & Instagram (150k+ followers) with over 104M annual views

E-NEWSLETTER

- Logo with link included in a monthly email to over 60,000 subscribers
- Opportunity to provide branded banner image (820 x 200 px)

ADOPTION FOLDERS

Over 5,000 cats and dogs get adopted into loving homes each year. Each adopter receives a digital adoption folder which includes helpful information and copies of their adoption agreement.

ADVERTISING OPPORTUNITY

PUBLICITY HOUND MAGAZINE

Print Copies: 400

Digital Distribution: e-newsletter and website

For 53 years, Peggy Adams Animal Rescue League has published their annual *Publicity Hound* magazine for the prestigious Christmas Ball in December. The magazine is then distributed the following year to supporters at donor events. The *Publicity Hound* is a glossy 8.5 X 11 magazine-type journal for those looking to honor pets, past and present and/or highlight their company's support of animals - all while raising funds to save the lives of homeless dogs and cats.





Peggy Adams
ANIMAL RESCUE LEAGUE

THE POWER OF OUR REACH



7 million
WEBPAGE VIEWS



141,000
FACEBOOK FOLLOWERS



154,000
INSTAGRAM FOLLOWERS



60,000
EMAIL SUBSCRIBERS



1,100
VOLUNTEERS & FOSTERS



12,000
DONORS

OVER

35,000

CLIENTS SERVED THROUGH ADOPTION,
VETERINARY SERVICES, TRAINING,
AND EDUCATION.

Peggy Adams Annual Corporate Partnership Opportunities

We are happy to customize corporate partnerships based on your needs or events you would like to participate in. Some examples below.

- Marketing collateral for digital adoption folders and/or take-home bag (\$10,000)
- Company provided ad to run on Peggy Adams adoption center TV (\$5,000)
- Company Logo in Peggy Adams 2027 calendar (\$5,000)
- Company Logo and link to website included on peggyadams.org:
 - Business alliances page (\$2,000)
 - Footer of website (\$5,000)
- Included in two Peggy Adams e-newsletters with company link (\$2,000)
- Publicity Hound Magazine - Full page (\$1,000) Half page (\$500)

(We can customize a package from the options above)

Corporate Event Partnership Opportunities

Adoption Events – Sponsorships range between \$1,000 - \$25,000

Peggy Adams Animal Rescue League will be hosting large scale adoption events throughout the year. Events are marketed via radio, TV, and digital avenues. Historically, similar events have resulted in over 100 adoptions in a single day, over four times the average number of adoptions we see on a typical Saturday, which is our busiest day for adoptions. Partnerships are available at various levels of investment and, depending on level, will provide supporting businesses with the opportunity to be included in eblasts, social media posts, and PSAs airing on both radio and television. Businesses can host an exclusive event subject to date availability. Ask how you can customize your own adoption event!

Benefits may include the following:

- Name inclusion in all PR efforts
- Logo inclusion on event webpage
- Opportunity to have onsite presence during event
- Logo on event signage
- Sponsor spotlight social media post per event
- Inclusion in the Shaggy Sheet (8,000 physical addresses)
- Inclusion in email blast (60,000+ email addresses)
- Opportunity to include promotional item in adopter goody bag

