



# PROPOSAL KIT SAMPLE

## Animal Rescue Shelter Sponsorship Sample Proposal

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Cover Letter, Title Page, Table of Contents, Introduction, Benefits, Priorities, Visibility, About Us, Facilities, Sponsors, Staff, Social Responsibility, Back Page

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Scott Gerald  
CEO  
Wilderten Construction Company  
925 42st Avenue  
Midvale, KS 66002

Mr. Gerald,

Our records show that you recently attended a pet adoption event at Compassionate Companions Animal Shelter and took home one of our most beloved dogs, a Sheltie we called Emma. We hope you and Emma are enjoying your new relationship and looking forward to the upcoming holiday season.

As we enter the short days of winter and the holidays, our human need for companionship often intensifies. So do the needs for our animal companions, especially for those not yet lucky enough to find a forever home. At Compassionate Companions Animal Shelter, our need for sponsors becomes particularly acute during the coldest months, because our heating and feeding bills are high and the pet adoptions dip during inclement weather.

So we hope that you can open your heart and your pocketbook on behalf of your company and your family. Compassionate Companions Animal Shelter is a nonprofit organization that serves your community. Your donation is fully tax deductible.

We believe that donations should benefit both parties. In this proposal, we have outlined the needs, described the facilities and services your donation will support, and explained how your generosity will be recognized in our literature and community outreach programs.

Thank you for consideration. Rest assured that your generous donation to Compassionate Companions Animal Shelter will be put to the best possible use. Happy Holidays!

Sincerely,

Georgia Shaklee  
Fundraiser/Financial Manager  
Compassionate Companions Animal Shelter  
555-555-5555  
[Georgia@CompassionateCompanionsAnimalShelter.org](mailto:Georgia@CompassionateCompanionsAnimalShelter.org)  
[www.CompassionateCompanionsAnimalShelter.org](http://www.CompassionateCompanionsAnimalShelter.org)

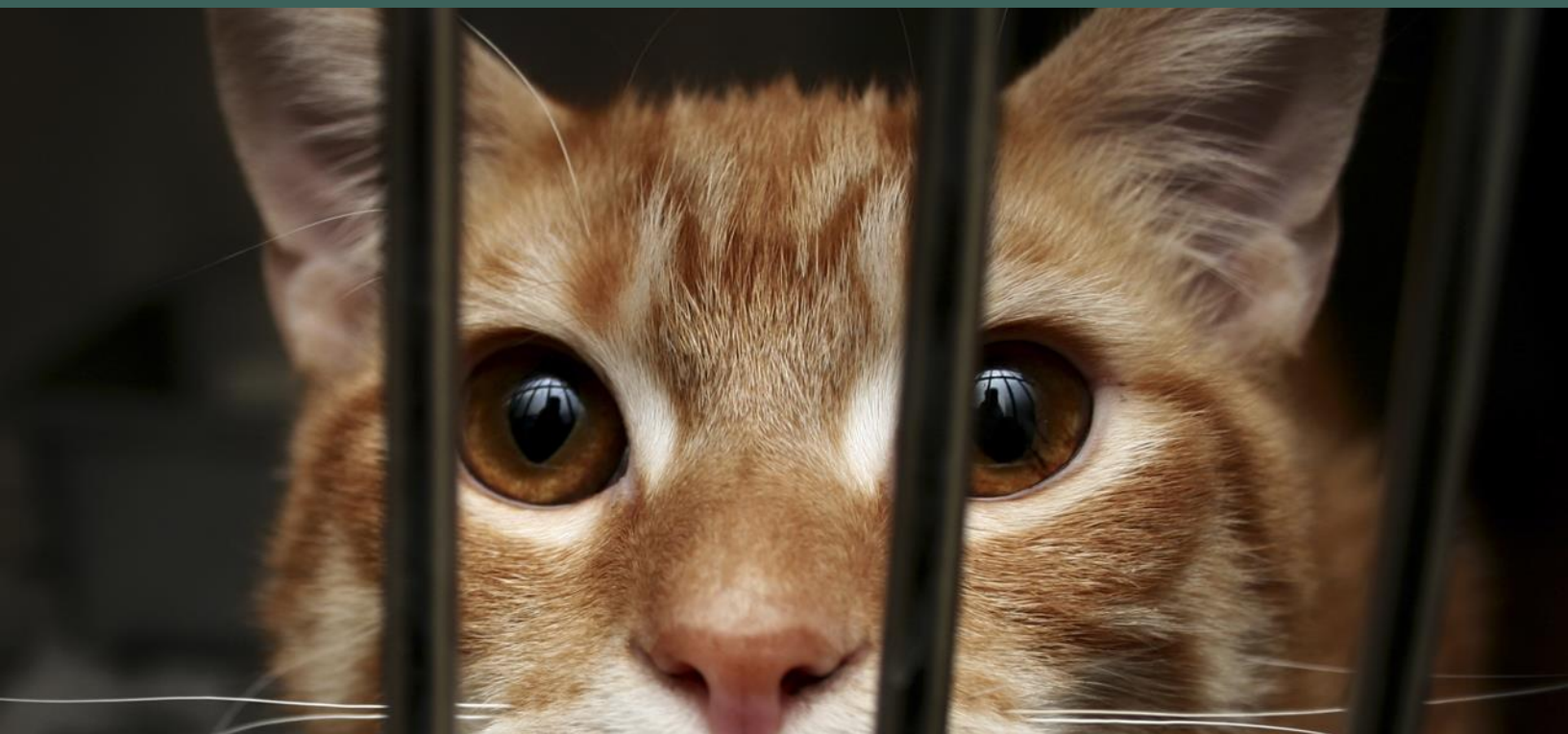


# Proposal

Will You Help the Animal Shelter?

Prepared for:        Scott Gerald  
                                 CEO

Prepared by:        Georgia Shaklee  
                                 Fundraiser/Financial Manager





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# Introduction

Compassionate Companions Animal Shelter has been a fixture in the Midvale community for more than eight years. More than 40,000 animals have passed through our shelter in that time period, receiving food, shelter, and loving care. Eighty percent of them have found lifelong loving homes through our adoption programs.

As you might guess, it takes a lot of money to care for that many animals. Most of our staff are dedicated volunteers and for that we are extremely grateful. But even with the generosity of all their donated time, we still have to pay our utility bills, our food bills, and pay for medicine and supplies for all the animals in our care. The need during the coldest months of winter is especially great.

Sponsoring Compassionate Companions Animal Shelter will save the lives of thousands of innocent animals each year, and will give back to our community.

We wrote this proposal to explain how you can help and describe how your generous gift will be used.





# Sponsors

Compassionate Companions Animal Shelter offers four levels of sponsorship. The following list shows some of our most prominent sponsors in our community.

## Savior Sponsorship - \$10,000 or more

Caroline's Cookie Factory  
Strongarm Steel Products  
Factory Furniture Warehouse  
Best Big Burgers  
Perfect Pet Stores

## Protector Sponsorship - \$5000 to \$10,000

Underhill Engineering  
Jubilette Family Trust  
Spencer Signage LLC  
WCL Wood Products  
Coppingham Family Restaurants

## Rescuer Sponsorship - \$1000 to \$5000

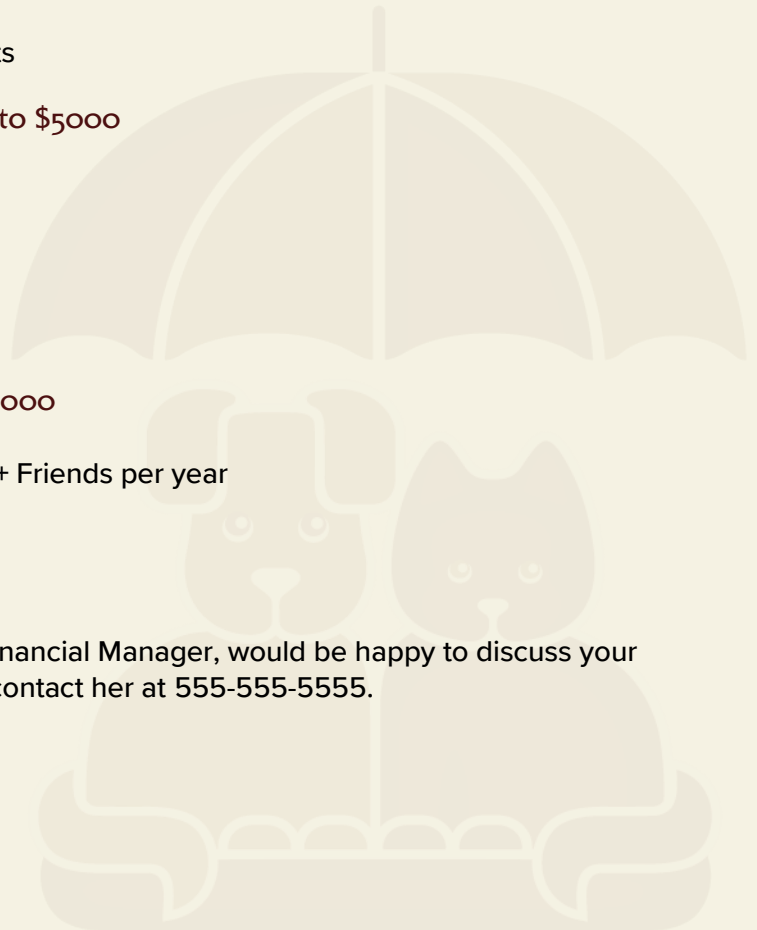
Michael and Thelma Foster  
The Benson Foundation  
Mary Riverton  
Jonas Perstine  
I Need Ice Cream Parlor

## Friend Sponsorship - \$10 to \$1000

Too numerous to list here: 620+ Friends per year

## Summary

Georgia Shaklee, our Fundraiser/Financial Manager, would be happy to discuss your sponsorship at any level. You can contact her at 555-555-5555.





# Benefits

When you donate at the Savior, Protector, or Rescue Sponsorship Level, your company will receive the following benefits:

*“Supporting the shelter has increased our visibility in the community.”*

- 🐾 Advertising on our television program, internet site, and various other places

Your company logo and mission statement or slogan will be viewed by thousands.

See the Visibility page for specific information.

- 🐾 Invitation for 5-10 guests to our annual charity ball

We know you’ve heard about the Paws Cause Charity Ball held every year in March. It’s one of the premiere events in Midvale, and tickets are always at a premium for this function. With costumes, games, great food, and door prizes, it’s always a sellout.

- 🐾 Reduced adoption fees for your employees

When any of your employees adopts a pet from our facility and mentions that they work for a donor, they receive a 10% discount off all adoption fees and pet supplies.

- 🐾 Contentment

There’s no better feeling than helping an animal in need. Not only will you be aware of your good deed, we’ll make sure everyone else in Midvale is, too.

## Summary

Everyone in our community benefits when donors put their funds together to remove stray animals from our streets and find safe, happy homes for them.





# Social Responsibility

What is social responsibility? It is the ethical obligation of an organization to the community in which it exists. At Compassionate Companions Animal Shelter, we believe it's our social responsibility to care for needy animals and match them with loving homes.

Do you believe in social responsibility? Would you like to show that your organization values the community as well as the profits earned there?


Giving to Compassionate Companions Animal Shelter is the perfect way to show:

 **Your company cares about animals**


Giving needy animals a safe, secure environment is the best way to show this.

 **Your company cares about people**

The majority of people have tender feelings toward animals. Donations are a way to show that your organization shares these values.

 **Your company cares about safe neighborhoods**

Rescuing abandoned and lost animals wandering in neighborhoods makes both residents and animals safer.

 **Your company cares about the planet**

Your funds will help to provide affordable spay and neuter services to prevent future generations of unwanted animals.

## Summary

Becoming a sponsor of Compassionate Companions Animal Shelter is a visible, effective way to show you believe in social responsibility to your community.





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- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
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