# Wetnose Animal Aid Sponsorship Opportunities



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#### Who Are Wetnose Animal Aid?

- Wetnose Animal Aid is a not-for-profit organisation that fundraises on behalf of small, independent animal welfare charities both in the UK and abroad.
- These are the charities that don't have the time/ resource/expertise to raise money for themselves, but tirelessly take on the overspill of unwanted animals from the big budget, well known charities. In fact collectively, these smaller charities help more animals than all of the larger animal charities put together.
- All rescues that receive financial assistance from Wetnose Animal Aid are fully assessed, and funds are distributed for specific needs such as the purchase of a new incubator, a field shelter or paying a vets bill.
- Wetnose raises money through high street shops and a number of high profile events and campaigns. We also join forces with other charities to raise the profile of animal welfare, education and neutering issues.

"We exist to 'stand up for the little ones', both animals and rescue centres alike. From horses to hedgehogs we will help them all - one hoof, paw or claw at a time."

Andrea Gamby-Boulger Founder and CEO Wetnose Animal Aid

# How Many Rescue Centre's Have We Helped?

- Total funds raised since 2000
- Over £103,000
- Total number of rescue Centre's:
  - UK
    - 194 but many we help more than once.
  - Worldwide
    - 23 Many we help more than once



#### Wetnose Animal Rescue Awards

- An annual, star studded, 'Oscars' style event, specifically designed to recognise and reward those tireless individuals who have dedicated their lives to running small/medium independent rescue centres, both in the UK and abroad.
- Held at prestigious venues including Church House Westminster, Houses of Parliament, Jumeirah Hotel London.
- High profile PR and media event raises national awareness of the thousands of independent rescue centres both in the UK and abroad struggling to rehabilitate/rehome animals in need.
- 14 award categories individuals who run rescues do not seek reward, but knowing your hard work is appreciated can mean the difference between giving up and carrying on....especially in austere times.

# Awards Promote the Gold Standard of Rescue Centre's

#### The awards seek to recognise those rescues that promote quality and excellence in:

- Care/welfare standards (rescue centres are not currently inspected or checked to any official standard)
- Re-homing policies
- Education

#### **Categories**

#### **UK Rescue Centres**

Cat
Dog
Small Furry
Bird
Horse/Donkey
Wildlife
Lifetime
Conservation

#### <u>Abroad</u>

The winners of rescues in this category are recognised for the outstanding work that they do overseas, often amongst cultures that do not recognise animals as equal, sentient beings

#### **UK Public**

Our Media partner runs a competition amongst the UK pet owning public to find the:

- Best Rescue Story
- Best Rescued Pet
- UK Human Interest

#### **Animal Hero**

An award to recognise animal 'HERO's' is included to generate further media interest, and to raise awareness of important work undertaken by animals. Winners are usually based on topical events of the previous year.

## Benefit to Winning Rescues

- A personal visit from Wetnose to film their rescue in action for use at the award ceremony and for PR purposes.
- An invitation to the Awards event to be presented their trophy and prize from a relevant celebrity.
- A prize in the form of cash and/or food for the animals in their rescue centre.
- Follow up regional PR coverage to generate further local awareness
- A premier networking event of the year for animal companies, people and other organisations.

### Sponsor ROI

At our last awards press coverage reached millions of people, inc 20 national print pieces, plus broadcast coverage including ITV's Daybreak and London Tonight. Coverage continues to grow year on year, as does the number of high profile celebrities that support the event. Sponsors reported various measurable business benefits from their sponsorships, some of which included:

- 40% increase in monthly web hits
- increased visibility of Corporate Social Responsibility policy among the trade
- brand awareness opportunities throughout the high profile media event
- product sampling opportunities
- increased goodwill among experts, charities, suppliers, consumers and other key stakeholders within the pet industry
- Jilly Johnson, Wendy Turner Webster, Anthea Turner, Rula Lenska, Maureen Lipman MBE, Peter Egan, Lorraine Chase, DJ Foxy Fox, Dame Judi Dench MBE, Vicki Michelle MBE, Julie Peasgood, Rick Wakeman, Jenny Seagrove, Rick Wakeman, Virginia McKenna and many more!







### Rescue Awards Celebrity Supporters



# **SUNDAY EXPRESS**







Dogs, horses, parrots, wildlife, conservation it's all here....
the premier networking event of the year!

**www.wetnoseanimalaid.com** helping one paw, hoof, claw at a time.

Be part of the best premier networking event of the year **3 options:** 

- ❖ Awards HEADLINE sponsor £25,000 includes:
- Your brand name to feature in official awards title name (e.g. Burgess/Wetnose Animal Awards)
- Your logo on event big screen/Wetnose TV you-tube channel film clip by SWLTV.
- Your logo on Celebrity/Winners step-board (for winners press photography)
- Your brand/logo on our website
- Your brand promoted on all Wetnose social media sites
- Opportunity for stand space to display your products in the event reception area
- Your leaflets can be put inside event goody bags
- A top table for 10 guests at the event
- Superb opportunity to promote your name/brand with trade and consumer Press and Media on the day.

#### Filming Costs (Nominated Rescue Centres) and Travelling - £5,000

- Includes sponsorship of 1 x trophies
- Your logo shown at the end of the film clips on the event big screen
- Your logo on Celebrity/Winners step-board (for winners press photography)
- 5 guests at the event

#### Trophy sponsor for £3,000 your name on a trophy:

- £3,000 to have your name carved on one of our 10 unique trophies, the categories are:
  - Special Hero AWARD
  - Best Small Furries Award (Rabbits, Hamsters, Guinea Pigs)
  - Best Cat Centre Award
  - Best Dog Centre Award
  - Best Horse or Donkey Award
  - Best Welfare Success Award
  - UK's Best Rescued Pet (Media)
  - Best Conservation Award
  - Best Wildlife Award
  - Life Time Achievement Award



- Your logo shown at the end of the film clips on the event big screen
- Your logo on Celebrity/Winners step-board (for winners press photography)
- 2 guests at the event

#### Reception and Champagne Sponsor - £2,500

- Your logo on our media and social sites
- Leaflets in our goody bags
- Your logo on Celebrity/Winners step-board (for winners press photography)
- 1 guest at the event



### TV Documentary Special

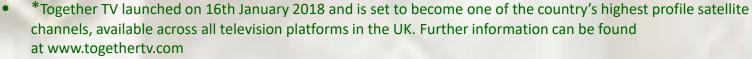
• 5 part TV documentary following Alison Standbridge - founder of the UK based animal charity, Paws2Rescue, as she attempts to liberate, rehabilitate and rehome some of the worlds most neglected and desperately in need animals – the stray dogs of Romania.



 Airing in Autumn 2018 on Together TV\* broadcast at evening prime time slots plus multiple repeats



- Supported with a huge press and media campaign
- Presented by Wendy Turner Webster plus guest commentary from:
  - Ricky Gervais
  - Pippa Longhorne
  - Andrea Gamby-Boulger









- £4,000 (or £1000 over four months)
  - Intro/end credits/breaks top and tail with your logo and VO naming your company
  - Feature relevant product placement in the filming of the documentary
  - Brand exposure multiple times to large, dog owning audience
  - We are only asking a few select companies (with values that are aligned with the sentiments of this rescue documentary) if they would be interested in this opportunity.
  - Email Wendy Turner Webster directly at wendy@turnerwebster.com

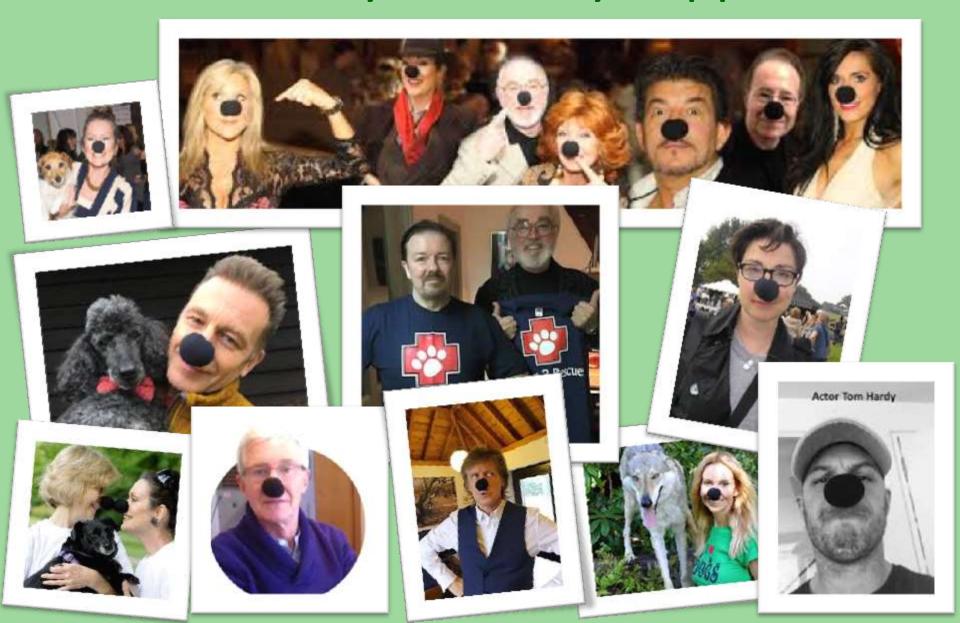


### Wetnose Day

- Dedicated fundraising day to raise funds for the smaller independent rescues and ALL animals in need
- BUY our legendry NOSE and POSE with your pet (Like Comic Relief's 'Red Nose Day' but with black/wet noses for animals)
- High profile and highly publicised event:
  - Plan events in their own area
  - Run a fundraising event
  - Take part in a fundraising/sponsored activity
  - Buy and POSE with a nose at work/rest/play social media campaign
  - Aimed at both corporate business and consumers
- Ambition of being a bigger and better in the future!



# Wetnose Day Celebrity Supporters



#### HEADLINE sponsor - £10,000 inc:

- Your brand name to feature in official title name (e.g. Burgess/Wetnose Day)
- Your logo on all marketing and promotional collateral
- Your brand promoted on all Wetnose social media sites
- Superb opportunity to promote your name/brand with trade and consumer Press and Media
- PR Opportunities with Radio and TV



#### Online Advertisement

- TV style advertisement to raise awareness of Wetnose Animal Aid with Call To Action to donate.
- Date to be confirmed

# Online Pet Shows run by Helen Turner

- Run on Facebook under Wetnose Online Shows
- Public entries from £1 we have different shows all year round.
- Judged by Andrea Gamby-Boulger, Karen Chamberlain and more.
- Promoted via social media, Facebook and Twitter.
- Different categories for different fun shows



- Wetnose TV Advert headline Sponsor £5,000 logo/brand with Wetnose logo.
  - Wetnose Online Shows £1,000 for Rosettes and Prizes, logo on posters, mention on social media.
  - See our website <u>www.wetnoseanimalaid.com</u> and contact <u>andrea@wetnoseanimalaid.com</u> for any information required.