

ESTABLISHED
1952

ANIMAL RESCUE LEAGUE

OF BERKS COUNTY

2025 CORPORATE AND COMMUNITY PARTNERSHIP OPPORTUNITIES



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ABOUT THE ARL

The Animal Rescue League of Berks County is a charitable 501(c)3 organization caring for more than 5,000 animals each year to help them find second chances in a new home, or to help reunite them with their grateful owners. For over 70 years, we've worked tirelessly to care for the sick, treat the injured, comfort the unwanted and protect the abused. Whether helping people in need keep their pets through surrender prevention programs, offering low-cost veterinary services and clinics, as well as outreach and education events throughout the county, our work goes far beyond the walls of the shelter.

While the primary goal of our mission is to find positive outcomes for homeless animals, the ARL is so much more than an adoption facility:

- We are an emergency triage for sick, injured, abused and homeless animals.
- We are among the largest comprehensive pet owner resource centers in Berks County.
- We have kept thousands of animals out of our shelter by directly aiding families in crisis.
- We are a progressive leader in the national animal welfare community.
- We provide employment and volunteer opportunities to hundreds of people in our area.
- We are the sole provider of animal cruelty and humane investigations for companion and farm animals throughout Berks County.
- We collaborated to form a Community Cat Coalition with seven other organizations to increase services for our community cat population.

NATIONAL PARTNERS



BISSELL PET FOUNDATION
Until every pet has a home.





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OF BERKS COUNTY

Throughout 2024, the Animal Rescue League of Berks County has helped thousands of animals thanks to the support of people like you! Together, we helped keep hungry bellies satisfied, mended wounded bodies and hearts, reunited families with their best furry friends, demonstrated the importance of safety, love, and joy, and most importantly, helped animals find their forever home. With your help, the Animal Rescue League of Berks County can support even more local animals in 2025.

IMPACT REPORT

2024

SAVING THOUSANDS OF LIVES

2,103
ADOPTIONS

1,322
CAT ADOPTIONS

636
DOG ADOPTIONS

145
OTHER ADOPTIONS

34
ADOPTIONS
Patriotic PAWS
ANIMAL RESCUE LEAGUE
OF BERKS COUNTY

19
ADOPTIONS
Seniors
ANIMAL RESCUE LEAGUE
OF BERKS COUNTY

3,021 ANIMAL INTAKES

180 REUNIFICATIONS

92 RETURN TO FIELD

19 WORKING CAT PLACEMENTS

370 TRANSFERS

340
VOLUNTEERS
PROUD Volunteer

50,677 VOLUNTEER & FOSTER HOURS

2,259
ANIMALS FOSTERED
FOSTER
I save lives

322 FOSTER FAMILIES
MONTHLY AVERAGE

360 COMMUNITY SPAY/NEUTER

478 PUBLIC SPAY/NEUTER

1874 SHELTER SPAY/NEUTER

67 PUBLIC WELLNESS VISITS
BEGAN IN NOVEMBER 2024

784
ANIMAL CONTROL & HUMANE POLICE CASES



550+
ANIMALS INTAKES VIA DEPARTMENT OF ANIMAL PROTECTION



66,956 SOCIAL MEDIA FOLLOWERS

89,736 INCOMING CALLS

35 OUTREACH EVENTS



AREAS OF IMPACT

COMPANY-WIDE ENGAGEMENT OPPORTUNITIES

Many of our corporate partners go above and beyond traditional sponsorship opportunities and incorporate their entire company in the support of the ARL and its initiatives. Employees often wish to engage with the ARL and we are proud to offer a range of options to customize your support of the ARL.

Volunteer

Committee Openings:

Your expertise may be just what our committees are looking for! The ARL is seeking experienced and passionate advocates to serve in a volunteer role on our **finance, governance, advocacy, and special events committees.**

Volunteer Projects: 10 acres of land and more than 5,000 animals keeps us busy. Your company can coordinate a corporate volunteer day to help the ARL with several projects including **facility improvement, animal enrichment, and more.**

Donation Drive

Engage your employees by hosting a donation drive.

Each year, the ARL utilizes hundreds of items to keep our animals healthy and happy and ensure our staff have the supplies they need to continue their work.

Collect items through a period of time and celebrate your efforts by making a group donation of our most needed items. Please contact development@berksarl.org for a list of current needs as they change with the season.

Employee Giving Campaign + Matching Funds

Monetary donations allow the ARL to direct funds to our most needed items and initiatives.

Encouraging donations from employees that will be matched by your company is an incredibly impactful way to raise funds for animals in our care. Your company may also make gifts based on employee volunteer hours.

Our team can lead your organization through running these campaigns that will directly benefit animals today.

Speaker Series

Invite your employees to learn about various animal related issues.

The ARL will provide a speaker on topics such as:

- Kitten Season and how to help
- What to do when you find a lost dog
- Alternative ways to help shelters
- And more!

Customized sessions can be arranged upon request.

Please contact Jen Raney at jraney@berksarl.org for more information and arrangements.



AREAS OF IMPACT

PRINT & SOCIAL MEDIA

When you support the Animal Rescue League of Berks County, your impact reaches far beyond the more than **5,000** animals we care for in the shelter each year. Your philanthropy reaches every corner of Berks County and beyond providing animal cruelty and humane investigation services, helping struggling families with pet food, boarding or medical services to keep their pets; helping us vaccinate, spay and neuter unowned outdoor cats; and so much more!

Whether your company is interested in advertising digitally on our website and in the emails we send, or appearing as a sponsor on our adoption bags or at our events, we offer a variety of opportunities for your company to support the work we do at the ARL while receiving recognition from our wide base of demographically-diverse supporters.

You can feel confident and proud to invest in and be a part of the work we do every day: We're best friend finders, helpers and healers, creating long-lasting and memorable experiences between people and their pets.

MEDIA & MARKETING REACH

WEBSITE:

30,000+ users monthly

EMAIL:

13,000+ subscribers

ADOPTERS:

2,000+ annually

SOCIAL MEDIA

67,000+ followers across platforms

Adopters Exposure:

\$100 per month or

\$500 for 6 months

Sponsorship Includes:

Ability to add a flyer to our digital adoption packets. Subject to approval by ARL communications.

Website ads:

\$300 month

3 months \$800

6 months \$1,300

12 months \$2,400

*Premium positions and various sizes available.

Premium positions include the following pages:

Home, Check-in, Adoptables-Dogs,

Adoptable-Cats and Adoption Info & Fees.

AREAS OF IMPACT

MEDICAL & SHELTER SUPPORT

The ARL is committed to the mission of keeping families together and giving animals in need a second chance in life. Through microchip and vaccine clinics, we are able to support the community and avoid animals entering the shelter system due to lack of affordable veterinary care and preventable illnesses. Also, microchips are the best way to reunite lost pets with their families when they are brought to the shelter.

A shelter is a stressful environment for any pet. Constant enrichment and supplies are vital to keep the mental health and overall nutrition and safety of the animals while they find their forever home.

Shelter Surgeries

\$250 per pet covers the average surgical cost for animals in our care needing spay or neuters, amputations, enucleations, and more. In-house surgeries allow our animals to be ready for adoption sooner.

Enrichment Sponsor

\$500 per month provides play time and training for the month with toys, treats and more. Sponsor will receive a social media post across two ARL platforms.

Cat Essentials

\$2,500 provides all the items needed for cat and kittens for one month from kitten formula and bottles, to cat litter and food. Sponsor will get recognition on social media and in ARL's lobby and cat rooms.

Specialty Care

\$30,000 annually covers the cost of emergency and specialty surgeries such as orthopedics for those pets that need more extensive care than we can provide in-house.

Each opportunity includes one post per sponsorship on at least one of ARL's social media channels and a hyperlink of your logo on berksarl.org.



AREAS OF IMPACT

ADOPTIONS

Sponsored Adoptions offer your company a vital role in saving the lives of animals while showcasing your company's philanthropic efforts and generosity to thousands of people in Berks County and beyond. Often, more than 20 animals find loving homes per day, creating a lasting bond between the owner, their new pet and your company. Due to their popularity, pets under 6 months of age are not included in adoption days.

PLATINUM : \$5,000

- FRIDAY, SATURDAY & SUNDAY adoption weekend of your choosing
- 1 email blast to 18k+ subscribers
- Mention on Y102 (Andi's Adoptables, as radio sponsorship allows)
- Mention on WEEU (as radio sponsorship allows)
- Company ad with link on ARL website footer on main page for 3 months
- Facebook stories with company name to 67k followers
- 3 social media posts across all ARL social media channels
- 1 boosted post/event one week prior to the adoption event
- Facebook cover picture
- Opportunity to have on-premise advertising during the event
- Press release on the week of the adoption event

GOLD : \$3,000

- SATURDAY or SUNDAY adoption day of your choosing
- 1 email blast to 18k+ subscribers
- Mention on Y102 (Andi's Adoptables, as radio sponsorship allows)
- Mention on WEEU (as radio sponsorship allows)
- Company ad with link on ARL website footer on main page for 1 month
- 3 social media posts across all ARL social media channels
- Facebook cover picture
- Press release on the week of the adoption event

SILVER : \$2,000

- WEEK DAY adoption day of your choosing
- 1 email blast to 18k+ subscribers
- Mention on Y102 (Andi's Adoptables, as radio sponsorship allows)
- Mention on WEEU (as radio sponsorship allows)
- 3 social media posts across all ARL social media channels
- Facebook cover picture
- Press release on the week of the adoption event

INDIVIDUAL ANIMAL : \$250

- 1 animal's adoption fee sponsored by your company
 - sorry, due to their popularity, pets under 6 months are not available for sponsorship
- Your company's name featured on the adoptable animal's logo and bio
- 1 social media post mentioning your sponsorship

- All social media posts are at the discretion of the ARL Communications team.
- Some exclusions may apply on date selection and available animals.

AREAS OF IMPACT

MOBILE UNIT

The ARL unveiled our new Mobile Unit in March 2024 to bring low-cost veterinary services to the public. The unit helps remove transportation barriers for our community members to ensure the health of their pets. Companies and organizations can bring the unit to their location for a clinic or adoption event for cats and small animals.



Maintain the Unit \$400/month

This sponsorship covers the cost of fuel and maintenance of the unit while participating in community events throughout the year. You will receive a magnet with your logo on the unit (one-time \$100 set up fee) that will be displayed on the door for the duration of your sponsorship.

Adoption Event \$3,000

Host the unit at your location and sponsor the adoptions of cats and small animals. (sorry, due to their popularity, kittens are not included.)

Host a Free Clinic \$5,000

Offer your community members free vaccines or microchips to keep their pets healthy and safe.

Stuff the Unit \$250

Host a donation drive for the ARL and have the mobile unit at your event. Guests can tour the space and stuff the mobile unit with in-kind donations for our animals.

Your company or organization will be included in the press release and promotional materials including social media posts and at least 1 email blast to our \$13K subscribers.



AREAS OF IMPACT

SPECIAL PROGRAMS



The ARL is proud to support our community veterans and seniors through our Patriotic Paws and Seniors for Seniors programs. By being an annual sponsor, you showcase your philanthropic efforts to support an essential segment of our community and help positively impact the lives of humans and their animals.

Sponsorship includes social media recognition each time the program is promoted and a sponsor flyer in adoption packages.

Annual Sponsorship
\$20,000

Patriotic Paws is one of the ways the ARL says thank you to the people that protect our nation. Veterans can adopt a spayed/neutered, microchipped, and vaccinated pet for free through this program. Each year, many animals find their hero thanks to this program. **Partial Gifts Accepted.**

Annual Sponsorship
\$4,000

Studies show pets benefit the general well-being of senior citizens. The Seniors for Seniors program offers spayed/neutered, microchipped, and vaccinated pet for free. Through this program, overlooked senior pets find their forever home.

AREAS OF IMPACT

SIGNATURE & SPECIAL EVENTS

The ARL golf outing is back and this is *Not Your Grandfather's Golf Outing!* A fun, laid-back 9-hole tournament that people will be talking about! Your sponsorship of this tournament and the after Paw-Tee will show our community your commitment to helping the animals and the importance of having fun, taking risks, and not taking yourself too seriously.



Title Sponsor \$7,500

- 2 complimentary foursomes
- Company logo on all golf outing materials
- Recognition during presentation
- Premiere signage at registration and after party

After PawTee Sponsor \$5,000

- 1 complimentary foursome
- Premiere signage at after party
- Recognition during presentation
- Logo on event banner

Food Truck Sponsor \$2,500

- 1 complimentary foursome
- Signage at food truck(s) at after PawTee
- Logo on event banner

Drink Sponsor \$2,000

- 1 complimentary foursome
- Signage at bar during after PawTee
- Logo on event banner

Snack Sponsor \$1,500

- Logo on snack bag provided to each golfer
- Logo on event banner

Putting Green Sponsor \$1,000

- Signage at putting green competition
- Logo on event banner

Beverage Cart Sponsor \$500

- Signage on beverage cart
- Logo on event banner

Hole Sponsor \$250

- Signage at tee and hole

Golf Cart Sponsor \$100

- Signage on two golf carts

In-Kind sponsorships available as well, please contact Stacey Cole at scole@berksarl.org for more information and to discuss opportunities.

All sponsors will receive recognition on social media, emails, and event materials. Size of logos will be dependent upon sponsorship levels.

AREAS OF IMPACT

SIGNATURE & SPECIAL EVENTS

The Festival of Trees is the ARL’s signature event, entering it’s 5th consecutive year. Each year 300+ guests attend this event to welcome in the holiday season with live music, beautiful trees, great food, and an evening to remember. Your sponsorship helps us raise critical funds for our mission while allowing our community to celebrate all the good we do each year for our local animals and families.

Festival of Trees

Friday, December 5, 2025

Redner’s Event Center



<p>PRESENTING: \$10,000</p> <ul style="list-style-type: none"> • 20 tickets to the event • Full page 5”x8” color ad • Logo on all event material • Recognition during program 	<p>FRASER: \$7,500</p> <ul style="list-style-type: none"> • 15 tickets to the event • Full page 5”x8” color ad • Logo on all event material
<p>BLUE SPRUCE: \$5,000</p> <ul style="list-style-type: none"> • 10 tickets to the event • Full page 5”x8” color ad • Logo on all event material 	<p>DOUGLAS: \$2,500</p> <ul style="list-style-type: none"> • 5 tickets to the event • Half page 5”x4” color ad • Logo on all event material
<p>BALSAM: \$1,000</p> <ul style="list-style-type: none"> • 2 tickets to the event • Half page 5”x8” color ad • Logo on digital screens 	<p>CANAAN: \$500</p> <ul style="list-style-type: none"> • 2 tickets to the event • Name recognition in program
<p>IN-KIND TREE SPONSORSHIP</p> <ul style="list-style-type: none"> • 2 tickets to the event • Logo presented with tree • Company name listed with tree description in program • More details on next page regarding tree details 	

Sponsorship perks can be customized to donor’s preference. Please contact Stacey Cole at scole@berksarl.org to discuss customization of your sponsorship level.

AREAS OF IMPACT

SIGNATURE & SPECIAL EVENTS



Festival of Trees

IN-KIND TREE SPONSORSHIP

TREE DETAILS & REQUIREMENTS

- The ARL provides a 6 foot, pre-lit evergreen tree for sponsors to decorate
- Tree themes can be chosen by the sponsor (with ARL approval) or provided by the ARL
 - Tree items must have a **minimum value of \$500**
- All items decorating the tree (or underneath the tree) will be given to the winner

TREE SET UP DETAILS

- Trees are to be set up on Friday, December 5 and completed by 1 pm.
 - A sponsorship sign will be displayed with the tree
- Sponsors must provide all certificates, gift cards, and items associated with the tree
- If you are unable to set up your tree on December 5, please contact Stacey Cole at scole@berksarl.org to set up arrangements to drop off your items. The ARL must have your items in hand by Friday, November 21.

TREE THEME EXAMPLES

- **Hoppy Holidays:** Craft Beer
- **Jingle Bells, Zinfandels, Chardonnay All Day:** Wine bottles and accessories
- **Hiking In a Winter Wonderland:** Outdoor themed, hiking and camping accessories
 - **Christmas in July:** Summer activities
 - **Santa's Workshop:** Toys, games, family activities
 - **Grinch on the Greens:** Golf passes and accessories
- **Sleighting the Game:** Sports related tree with tickets and accessories

YOUR IMPACT

COMMITMENT FORM

Thank you for supporting the Animal Rescue League of Berks County with a corporate sponsorship. Please indicate below how you'd like to help support animals in need throughout Berks County.

PRINT AND SOCIAL MEDIA

- \$2,500 BILLBOARDS
- \$100+ ADOPTERS EXPOSURE
- \$300+ WEBSITE ADS

MEDICAL AND SHELTER SUPPORT

- \$30,000 SPECIALTY CARE
- \$2,500 CAT ESSENTIALS
- \$500 ENRICHMENT SPONSOR
- \$250 IN-SHELTER SURGERIES

SPONSORED ADOPTIONS

- \$5,000 PLATINUM
- \$3,000 GOLD
- \$2,000 SILVER
- \$250 INDIVIDUAL ANIMAL

MOBILE UNIT SPONSORSHIP

- \$5,000 FREE CLINIC
- \$3,000 ADOPTION EVENT
- \$400+ MAINTAIN THE UNIT
- \$250 STUFF THE UNIT

SPECIAL PROGRAMS

- \$20,000 PATRIOTIC PAWS
- \$4,000 SENIORS FOR SENIORS

NOT YOUR GRANDFATHER'S GOLF OUTING

- \$7,500 TITLE SPONSOR
- \$5,000 AFTER PAWTEE SPONSOR
- \$2,000 DRINK SPONSOR
- \$1,500 SNACK SPONSOR
- \$1,000 PUTTING GREEN SPONSOR
- \$500 BEVERAGE CART SPONSOR
- \$250 HOLE SPONSOR
- \$100 GOLF CART SPONSOR

FESTIVAL OF TREES

- \$10,000 PRESENTING
- \$7,000 FRASER
- \$5,000 BLUE SPRUCE
- \$2,500 DOUGLAS
- \$1,000 BALSAM
- \$500 CANAAN

IN-KIND SPONSORSHIP

PLEASE CONTACT STACEY COLE AT SCOLE@BERKSARL.ORG TO DISCUSS.

TOTAL AMOUNT COMMITTED: \$_____

NAME: _____ COMPANY: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

CHECK ENCLOSED

CHARGE MY CARD

CARD NUMBER _____ EXP DATE _____ ZIP CODE _____

(7.8% PROCESSING FEE WILL BE CHARGED)

INVOICE ME

Stacey Cole, Chief Development Officer
Animal Rescue League of Berks County • 58 Kennel Road • Birdsboro, PA 19508
scole@berksarl.org • 610-621-4020 • Tax ID: 23-1417505

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**ANIMAL
RESCUE LEAGUE**

OF BERKS COUNTY

WWW.BERKSARL.ORG