



Cat Haven Corporate Sponsorship



Cat Haven is Western Australia's Premier Cat Welfare Organisation and Rehoming Centre



Your organisation can help Cat Haven in a number of ways and we offer a range of benefits in return for your corporate donation. Of course, all sponsorships are fully tax deductible.

Each year, we take in over 6500 cats and kittens, finding homes for thousands.

We are the only open admission shelter in WA, which means we never say 'no' to any cat or kitten, no matter how old, sick or feral.

As a charity, we have provided this community service for over 55 years without government funding and we have to raise 97.5% of our own operating costs in order to keep our doors open.

Every Cat Matters

Our Aims are to:

- Take in unwanted, lost or uncared for cats
- Rehome as many cats and kittens as possible – work towards Getting to Zero Euthanasia
- Operate a 'Lost and Found' service to help reunite lost cats with their owners
- Run a temporary foster care program for cats and kittens
- Operate a Ranger service and work with local councils to safely trap stray cats
- Offer quality boarding facilities with a vet on site six days a week
- Operate an on-site and online retail store supplying Hills Science Diet and a wide range of cat care products and gift ideas

Our Community Services are to:

- Offer discounted cat sterilisation and microchipping services for low income earners
- Provide emergency boarding for cats involved in domestic violence and extreme hardship situations
- Work proactively with key stakeholders to advance cat welfare and to reduce the number of stray and feral cats in the state
- Improve the wellbeing of people in nursing homes and care refuges by providing a 'comfort cat' to live on site

We need your help to continue to help unwanted, sick or feral cats left on the streets every day. It costs **\$28 per day to keep a cat at the shelter, which can equate to over \$7000 per day when we are full. Your sponsorship donation will go directly to improving the health and wellbeing of the cats in our care.**

Perhaps the biggest advantage for all businesses that sponsor charities, is the increased visibility gained throughout the community. Participating in sponsorship shows your customers that you truly do care about your community. Sponsor Cat Haven today.

Partnership Opportunities

We can provide you with the opportunity to reach out to a new audience and enhance your brand integrity by aligning yourself with our highly emotive cause.. Link to our target market and stakeholders:

- Everyone who wants a cat in their family
- Nursing Homes/Retirees
- Residents in the inner metro area
- Over 25s'
- Vet Clinics

Event Partnership

We host a number of high profile events throughout the year, attracting thousands of people, which can offer fantastic sponsorship opportunities for your company. You will also receive two free tickets per year to one of our fundraising movie or quiz nights. These tickets could be used as a staff benefit, motivator, thank you gesture or simply as a gift. Previous events have included:

- Perth City Councils Internet Cat Video Festival
- Wet Nose Day
- Pop Up Kitten Lounges
- Quiz Night
- Perth Pet Expo
- Royal Show
- Movie Nights

Corporate Sponsorship Packages

Commercial advantages in return for Corporate Sponsorship can include packages made up of the following opportunities and exposure. These packages are negotiable.

Cat Chat Quarterly Magazine Free Advertising

A free ad in our magazine to be taken once a year, quarter page, half page and full page ad negotiable, in addition to an annual editorial opportunity. The magazine is distributed to nearly a thousand members, supporters and vet clinics.

Website Presence

Your logo in our Sponsors area of the Cat Haven website and the option to run a story in our online news section once a year (or quarterly is negotiable).

On Site Signage/Plaques

We can offer the option of your company name and logo to be displayed on an engraved plaque at the shelter or in our vet clinic, or other signage is negotiable. Tens of thousands of members of the Perth community come to our shelter each year and our vets can see up to 20 people a day.

Social Media

Cat Haven has over 25,000 Facebook fans and 4,000 Instagram followers, and this number is increasing every week. We can offer great brand exposure and connectivity to our supporters with posts on social media – the type of posts and regularity is negotiable.

Appeals Partnerships

Your brand can be partnered with one of our two large annual appeals with our appeal letter at end of financial year and Christmas going out to over 4000 households.

Ranger Van Signage

There is limited opportunity to display your support with signage on our Ranger van, which is out and about on the road in Perth metro area five days a week.

Cat Haven Brochure Exposure

We can add your logo to relevant brochures and handouts in the next print run, and we can negotiate to add your company information flyer to our Adoption Packs which are handed out to everyone who adopts a cat from the shelter (nearly 5000 people a year).

Employee Fundraising and Corporate Volunteering

Partnering with us as your chosen charity of the year is a fantastic way to get your whole company united around Cat Haven and increase staff retention, loyalty and motivation. We can develop a calendar of activities such as corporate kitten de-stress days, donation tins on site for free dress days, sausage sizzle fundraisers, and Street Appeal tin shakers, and we can provide you with fundraising materials, support and motivation along the way. Alternatively, you can organise a group of hands-on volunteers to come to Cat Haven and assist with tasks on site such as weeding, painting, cleaning or professional services.

Small Gestures Go A Long Way at Cat Haven

Even a small business can help Cat Haven by becoming a Cat Pen Sponsor.

For only \$750 you can sponsor a pen at the shelter and your sponsorship helps to cover the cost of the cats' sterilisation, microchip, other vet procedures, worming, flea treatment, scratch pad and toys to help them during their stay here. In return, Corporate Pen Sponsors receive an engraved plaque on their pen, plus brand recognition on our website and in our Cat Chat magazine.



“The spirit of giving and making a difference in the community is one of the most powerful aspects of being a business owner and influencer”



Please Donate, Adopt, Foster, Bequeath, Volunteer



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Cat Welfare Society Inc trading as Cat Haven. Licensed Charity 17686

