



2023

**NATIONAL  
SPONSORSHIP  
OPPORTUNITIES**



EMANCIPET

TODAY, THERE ARE  
**60 MILLION**

pets across the country whose  
families cannot access or  
afford veterinary care.



Emancipet is here  
to change that.



E M A N C I P E T

# EMANCIPET

## OUR CLINICS



## OUR IMPACT

THIS PAST YEAR WE SAW



CONDUCTED 234,000  
TOTAL CLINIC VISITS



76%  
PREVENTATIVE  
CARE

21%  
SPAY/NEUTER  
SURGERY

21%  
SPECIAL  
PROCEDURE

## OUR FRIENDS

**PETSMART**  
Charities

*Tito's*



*Handmade*  
VODKA  
AUSTIN ★ TEXAS

RACHAEL RAY  
NUTRISH

petco  
**love**  
A NONPROFIT CHANGING LIVES



**MERCK**  
Animal Health





EMANCIPET



Emancipet is on a mission to make veterinary care affordable and accessible to all pet owners.

We provide nearly **A QUARTER OF A MILLION** free and low-cost vet visits for pet families each year.

EMANCIPET

The #1 reason  
pets are  
surrendered to  
a shelter?

The high cost  
of vet care.

We keep people  
and pets together  
by providing  
life-saving vet  
care at a fraction  
of the cost of a  
for-profit clinic.

Sponsors like you  
make that possible.



EMANCIPET

# AMPLIFY AUSTIN MATCH

**MARCH 2023**

If you live in Austin, you know about Amplify. Emancipet is looking for some extra generous donors to help us create a match campaign for Amplify Austin this year. We are seeking 5-10 donors to commit to a giving level of \$5k or higher, with a goal of creating a \$50k minimum match.

Help Emancipet stand out and attract new donors this year!

I Live Here  
I Give Here

## Amplify Austin

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Pet Lovers**  
**Philanthropic Businesses**  
**Local Philanthropists**  
**Corporate Sponsors**

AMPLIFY AUSTIN

EMANCIPET

MARCH 2023

SPONSORSHIP BENEFITS <small>Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:</small>	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
	1,316 FAMILIES	658 FAMILIES	263 FAMILIES	131 FAMILIES
Recognition on social media channels <a href="#">Click here</a> or visit <a href="http://emancipet.org/social-perks/">emancipet.org/social-perks/</a> for details!	✓	✓	✓	✓
Listing on event webpage	✓	✓	✓	
Recognition in event email messaging to our Austin list	✓	✓		
Social media recognition from our CEO, Amy Mills	✓			
One quarterly, regional e-newsletter publicly sponsored by you or your business	✓			

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)

EMANCIPET

# MISSY'S "D-O-G" SPRING EDITION

## APRIL 2023

Join Emancipet for our second "Missy's Day of Giving (D-O-G)" this spring in Austin! Lifelong animal advocate and founder of Austin Trustees of Austin (ATA) over 20 years ago, Missy is known as the mother of animal welfare in Austin. Now on team Emancipet, she continues her selfless work for animals and their families.

Emancipet is excited to partner with Community First! Village, a development of Mobile Loaves & Fishes, for a day of giving back to the community.

Join us for a day of doubly impactful community service.



MobileLoaves&Fishes  
Serving Goodness.

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Family Friendly**  
**Large Groups**  
**Employer Teams**  
**Philanthropic Businesses**  
**Local Advocates**  
**Pet Lovers**



# MISSY'S “D-O-G”

E M A N C I P E T

APRIL 2023

## SPONSORSHIP BENEFITS

Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:

	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
	395 FAMILIES	197 FAMILIES	131 FAMILIES
Recognition on social media channels <a href="#">Click here</a> or visit <a href="#">emancipet.org/social-perks/</a> for details!	✓	✓	✓
Shout out on our email outreach	✓	✓	✓
Listing on our event page and PR materials	✓	✓	
Recognition at event by Missy and our CEO	✓		

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)

EMANCIPET

# HOUSTON GALA

## September 2023

This themed gala is a swanky, fun-filled night for Houston's pet lovers and philanthropists. This event is a perfect way to reach Houston's see-and-be-seen, fun crowd and will sure be a night to remember.

[To Sponsor Click Here](#)

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Distinguished Honorees**  
**City & State Representatives**  
**Houston Philanthropists**  
**Pet Lovers**  
**Corporate Sponsors**  
**Local Celebrities**

HOUSTON GALA

EMANCIPET

September 2023

SPONSORSHIP BENEFITS <small>Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:</small>	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
	395 FAMILIES	263 FAMILIES	131 FAMILIES	79 FAMILIES
Table for 8 during dinner	2 Tables with VIP Placement	2 Tables with VIP Placement	1 Table with VIP Placement	1 Table with Premiere Placement
Logo/name on promotional materials including invitations, event signage, & program	Premier Placement with Logo	Premier Placement with Logo	Inclusion in Select Pieces with Logo	Inclusion in Select Pieces with Name
Recognition in dedicated event email promotions	✓	✓	✓	✓
Recognition on social media channels <a href="#">Click here</a> or visit <a href="#">emancipet.org/social-perks/</a> for details!	✓	✓	✓	✓
Recognition on screen during event	With logo	With logo	Printed name	Printed name
Logo placement/name listing on the online event ticketing page & website	✓	✓	✓	✓
Recognition in a quarterly national newsletter	With logo	With logo	Printed name	
Mention in press releases & advertising	✓	✓	✓	
Onstage mentions during event	✓	✓	✓	
Presenting sponsor branding: “Emancipet’s EVENT NAME presented by Company Name”	✓	✓		
Opportunity to sponsor activation table, such as dessert display, during event	✓	✓		
Clinic lobby “air time” at all Houston locations & logo displayed at all Houston 2022 events	✓			
Presenting sponsor branding: “Emancipet EVENT NAME” presented by Company Name	✓			

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



EMANCIPET

# PULLING FOR PETS OCTOBER 2023

**AUSTIN ■ HOUSTON ■ PHILLY**

Pet lovers across three cities compete at this one-day, outdoor, Halloween-themed truck pulling competition - and after-party!

Teams pull together to raise money, flex their muscles, and compete for fastest time, best costumes, and most money raised for local pet families. It's a haul-of-a-good-time with fun branding, activation, team building, and cross-promotion opportunities.

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Family Friendly  
Large Groups or Teams  
Local Athletes/Celebrities  
Fire & City Teams  
Pet Lovers**

# PULLING FOR PETS

EMANCIPET

OCTOBER 2023

SPONSORSHIP BENEFITS <small>Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:</small>	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,500
	658 FAMILIES	263 FAMILIES	131 FAMILIES	39 FAMILIES
Logo/name on promotional materials including invitations, event signage, & program	Premier Placement with Logo	Inclusion in Select Pieces with Logo	Inclusion in Select Pieces with Name	Inclusion in Select Pieces with Name
Logo displayed on screen during event	✓	✓	✓	✓
Recognition in dedicated event email promotions	✓	✓	✓	✓
Recognition on social media channels <a href="#">Click here</a> or visit <a href="https://emancipet.org/social-perks/">emancipet.org/social-perks/</a> for details!	✓	✓	✓	✓
Recognition on screen during event	With logo	Printed name	Printed name	
Logo placement/name listing on the online event ticketing page & website	✓	✓	✓	
Mention in press releases & advertising	✓	✓	✓	
Recognition in quarterly national newsletters	With logo	Printed name		
On stage mentions during event	✓	✓		
Promoted as a “National Sponsor” for all three regions (Austin, Philadelphia, and Houston) with logo placement on pulled vehicle & billboard (Billboard is Austin only)	✓			
Presenting sponsor branding: “Emancipet EVENT NAME” presented by Company Name	✓			
One quarterly, regional e-newsletter publicly sponsored by you or your business	✓			

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)

EMANCIPET

# AUSTIN GALA OCTOBER 2023

Join Emancipet for our 2023 Gala in Austin! Meet with philanthropists, pet lovers, and advocates for a night of fun! Past activations have included flash tattoos, wig stations, boots, and more.

Hear about Emancipet's efforts to expand access to affordable vet care, and about our critical partners who are helping make this dream come to life.

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Philanthropic Businesses  
Distinguished Honorees  
City & State Representatives  
Local Philanthropists  
Corporate Sponsors  
Local Celebrities  
Foodies**



AUSTIN GALA

EMANCIPET

OCTOBER 2023

SPONSORSHIP BENEFITS

Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:

	PLATINUM \$50,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	RUBY \$2,500	EMERALD \$1,000
	1,316 FAMILIES	395 FAMILIES	263 FAMILIES	131 FAMILIES	66 FAMILIES	44 FAMILIES
Table for 10 during dinner	2 Tables with VIP Placement	2 Tables with VIP Placement	1 Table with VIP Placement	1 Table with Premiere Placement	Half of a Table	2 VIP Seats at a Table
Logo/name on promotional materials including invitations, event signage, & program	Premier Placement with Logo	Premier Placement with Logo	Inclusion in Select Pieces with Logo	Inclusion in Select Pieces with Name	Inclusion in Select Pieces with Name	Inclusion in Select Pieces with Name
Logo displayed on screen during event	✓	✓	✓	✓	✓	✓
Recognition on social media channels <a href="#">Click here</a> or visit <a href="#">emancipet.org/social-perks/</a> for details!	✓	✓	✓	✓	✓	✓
Recognition in press releases & advertising	Top mention	Top mention	Included			
Logo placement/name listing on promotional materials including invitations, event signage, program, emails & website	✓	✓	✓			
Onstage mentions during the event	✓	✓	✓			
Opportunity for musician meet & greet during VIP reception	✓	✓	✓			
Onstage mentions during event	✓	✓	✓			
VIP lunch with Emancipet CEO, Amy Mills	✓					
Opportunity to sponsor activation table, such as dessert display, during event	✓					
One quarterly, regional e-newsletter publicly sponsored by you or your business	✓					
Presenting sponsor branding: “Emancipet EVENT NAME” presented by Company Name	✓					

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)

EMANCIPET

# VETERAN'S DAY CLIENT GIVEBACK NOVEMBER 2023

One of the key populations that Emancipet serves is our veterans. This November, Emancipet is looking for your help so that we can give back even more to our clients.

We are looking for local businesses and donors to sponsor our Veterans Day (Week) Promotion so that we can offer discounted rates to our veterans.

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

**Philanthropic Businesses  
Local Philanthropists  
Corporate Sponsors**

VETERANS DAY

EMANCIPET

NOVEMBER 2023

SPONSORSHIP BENEFITS <small>Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:</small>	PLATINUM \$50,000	GOLD \$15,000	SILVER \$5,000	BRONZE \$3,500
	1,316 FAMILIES	395 FAMILIES	131 FAMILIES	92 FAMILIES
	Cover the cost of Spay/Neuter Services and Healthy Pet Services for veterans at a full region for the week	Cover the cost of Spay/Neuter Services and Healthy Pet Services for veterans at one location for the week	Cover the cost of Spay/Neuter Services for veterans at one location for the week	Cover the cost of Healthy Pet Services for veterans at one location for the week
Recognition on social media channels <a href="#">Click here</a> or visit <a href="https://emancipet.org/social-perks/">emancipet.org/social-perks/</a> for details!	✓	✓	✓	✓
Shout-out from our veteran staff on social	✓	✓	✓	
Recognition in press releases	✓	✓		
Invitation to meet our CEO and veterans at Killeen	✓			
One quarterly, regional e-newsletter publicly sponsored by you or your business	✓			

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



EMANCIPET

# GIVE BACK THIS GIVING TUESDAY NOVEMBER 2023

To give back for the holidays, Emancipet invites you to **SURPRISE** our clients by covering the cost of their services for one day at one of our clinics this Giving Tuesday or on a meaningful day of your choice.

If you or your business would like to cover the cost of surgeries or wellness visits in one of our locations, it would mean the world to our clients.

**To Sponsor Click Here**

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

Philanthropic Businesses  
Local Philanthropists  
Corporate Sponsors  
Local Celebrities

# GIVING TUESDAY

EMANCIPET

NOVEMBER 2023

SPONSORSHIP BENEFITS <small>Your gift allows Emancipet to provide low-cost spay/neuter surgeries for the following number of families:</small>	PLATINUM \$25,000	GOLD \$10,000	SILVER \$3,500
	658 FAMILIES	263 FAMILIES	92 FAMILIES
	Cover the cost of Spay/Neuter Services and Healthy Pet Services for a full region for the day	Cover the cost of Spay/Neuter Services for one region for the day	Cover the cost of Spay/Neuter Services at one location for the day
Regional recognition on social media channels <a href="#">Click here</a> or visit <a href="#">emancipet.org/social-perks/</a> for details!	✓	✓	✓
Invitation to attend the surprise announcement and meet our clients	✓	✓	✓
Recognition in select Giving Tuesday email messaging	✓	✓	✓
Logo represented on select signage at clinic location for Giving Tuesday	✓	✓	
Recognition in press release	✓		
One quarterly, regional e-newsletter publicly sponsored by you or your business	✓		
Recognition in press release and an invitation to attend the surprise announcement and meet our clients	✓		

To Sponsor Click Here

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)

EMANCIPET

# LEAD OUR MATCH! DECEMBER 2023

## HELP MAKE OUR YEAR-END CAMPAIGN EVENT BIGGER!

Year-end giving season is the time that we raise the most money, which allows us to keep the costs of our services even lower.

A donation match helps incentives others to give because it doubles the impact of their donation! We are looking for 3-5 donors to help us create a year-end giving match of \$50,000 or more.

[To Sponsor Click Here](#)

Or contact [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



## WHO PARTICIPATES

Philanthropic Businesses  
Local Philanthropists  
Corporate Sponsors  
Local Celebrities

EMANCIPET

# MULTI-EVENT SPONSORSHIP PERKS

Bundle sponsorships for multiple events and you'll get access to airtime on our social media accounts in a creative partnership.

Emancipet's following is growing in a big way as we expand our network of vet clinics. With a loyal online following of thousands of pet lovers in Austin, Houston, and Philadelphia, our Emanci-fam is a diverse, national, engaged group.

## KEY DEMOGRAPHICS OF EMANCIPET FOLLOWERS

OVER  
**70%**  
WOMEN

NEARLY  
**ALL**  
PET OWNERS

LARGELY  
**MILLENNIAL  
& GEN X**

**GROWING  
GEN Z**  
CLIENT BASE

We'll post a video you provide - casual or polished, you decide - once per quarter until the day of the event. Need ideas? We'd love to collaborate!

Contact Jenna McElroy, Cheif Development Officer  
at [jenna.mcelroy@emancipet.org](mailto:jenna.mcelroy@emancipet.org)



EMANCIPET

TOGETHER  
WE'LL GO FAR

## SOCIAL MEDIA

45k

FOLLOWERS



7k

FOLLOWERS



5k

FOLLOWERS



NEW AND  
GROWING!



## CLIENTS

60k Unique Clients Annually

## EMAIL

100k Subscribers

## WEBSITE VISITORS

500k Unique Visitors Annually

PETSMART  
Charities

petco  
love  
A NONPROFIT CHANGING LIVES

Tito's  
Handmade  
VODKA  
AUSTIN ★ TEXAS

VODKA  
for DOG  
PEOPLE

HOUSTON  
PetTalk

IndeVets

HERITAGE  
RANCH  
BY H-E-B

FIRE  
HOUSE  
firehouse  
ANIMAL HEALTH CENTER

INGREDIENTS • FLAVORS • MISSION  
goodpop

BRAVECTO<sup>®</sup>  
(fluralaner)

THE AUSTIN  
CHRONICLE

Elanco

PHILLY  
Unleashed

Tacodeli

SAINT ARNOLD<sup>®</sup>  
PATRON SAINT OF BREWERS



BUILDING AMERICA



HOUSTON  
PETSET  
FOR THE ANIMALS

Reliant  
PLUMBING

JOIN OUR NATIONAL & REGIONAL SPONSORS



EMANCIPET

**WE ARE BUILDING THE NATION'S  
FIRST NON-PROFIT, LOW-COST  
VETERINARY CARE SYSTEM**