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# FOCP - Sponsorships

November 2021

## Overview & Goals

Develop guidelines & expectations from obtaining recurring and larger guarantees from organizations or companies that provide funding for special programs or unrestricted use by the Friends of CountyPets organization.

1. Raise Awareness of the program and raise funds to sustain long-term growth.
2. Provide more consistency in the funding the organization obtains through the fiscal year.
3. Allow for various recognition programs and acknowledgment activities with the organization.

## General Understanding

Registered participants in the program agree they receive no monetary compensation for their donations provided to the organization, whether unrestricted or specified for use under additional terms and conditions. Gifts-in-kind to the organization or Harris County Pets Resource Center are tax-deductible when given to Friends of CountyPets organizations authorized representatives or means of electronic donations.

## Participant Qualifications & Agreements:

1. Certify the company or organization is in good standing with the state regulatory agencies, federal revenue taxes, and applicable organization's labor laws.
2. Agree to promote the Friends of CountyPets & Harris County Pets Resource Center's purpose and value to employees, customers, and the general public.
3. Provide donation funds directly to outlets authorized by the organization, and if collected for the business, they must deposit to the organization's behalf within 3 business days of fundraiser ends.
4. Commit to the organization the annual amount pledge for each fiscal year to be funded only by the approved authorized ways.
5. Fundraising events must be pre-approved by the organization to provide guidelines and means to execute.

## Friends of CountyPets & Agreements:

- Agree to promote the sponsorship to the general public.
- Provide donation funds directly to outlets authorized by the organization.
- Commit to the organization each fiscal year to be available in authorized ways.
- Not provide false or misleading statements about the organization or its activities regarding the donation or funding provided by the organization.

## Corporate Sponsorship Levels

### Platinum Pet Friends

Recognition on the website, related printed materials, and a unique branded item provided to individual donors. Participation in this level of sponsorship allows for restricted program usage and conditional terms of the funds. Enables the use of the FoCP logo and materials to be distributed to the employees, volunteers, or general public on behalf of the organization. The donor receives no monetary compensation or gifts in exchange for the funding to support the organization. FoCP will perform social media, email marketing, and online advertising of the sponsorship and support on multiple outlets should the sponsor provide appropriate approved marketing materials during the fiscal year. Can include engraved paver if available within a year.

- Fiscal-Year Annual Gifts Subtotal: \$75,000+
- Bi-Annual Gifts Subtotal: \$37,500 [\$75,000/year]
- Quarterly Gifts Subtotal: \$18,750 [\$75,000/year]
- Monthly Gifts Subtotal: \$6,250.00 [\$75,000/year]

### SmartPet Friends

Recognition on the website, related printed materials, and during specific events held for the organization. Participation in this level of sponsorship allows for restricted program usage and conditional terms of the funds. Enables use of FoCP logo and materials to be distributed to the employees, volunteers, or general public on behalf of the organization. The donor receives no monetary compensation or gifts in exchange for the funding to support the organization. FoCP will perform social media, email marketing, and online advertising of the sponsorship and support on multiple outlets should sponsor provide appropriate approved marketing materials during the fiscal year.

- Fiscal Year Annual Gifts Subtotal: \$24,001 - \$74,999
- Bi-Annual Gifts Subtotal: \$12,000 [\$24,000/year]
- Quarterly Gifts Subtotal: \$6,000 [\$24,000/year]
- Monthly Gifts Subtotal: \$2,000.00 [\$24,000/year]

### Paw-sum Friends

Recognition on the website, related printed materials, and at special events. The donor receives no monetary compensation or gifts in exchange for the funding to support the organization's general purpose. The organization agrees to perform a social media and online notice of the support should the sponsor provide appropriate approved marketing materials during the fiscal year.

- Fiscal Year Annual Gifts Subtotal: \$12,001 - \$24,000
- Bi-Annual Gifts Subtotal: \$6,000 [\$12,000/year]
- Quarterly Gifts Subtotal: \$3,000 [\$12,000/year]
- Monthly Gifts Subtotal: \$1,000.00 [\$12,000/year]

## Paws for a Cause

Recognition on the website, related printed materials, and at special events. The donor receives no monetary compensation or gifts in exchange for the funding to support the organization's general purpose. The organization agrees to perform a social media, and online notice of the support should the sponsor provide appropriate approved marketing materials during the fiscal year.

- Fiscal Year Annual Gifts Subtotal: \$6,001 - \$12,000
- Bi-Annual Gifts Subtotal: \$3,000 [\$6,000/year]
- Quarterly Gifts Subtotal: \$1,500 [\$6,000/year]
- Monthly Gifts Subtotal: \$500.00 [\$6,000/year]

## CountyPet Friends\*

Recognition on the website. The donor receives no monetary compensation or gifts in exchange for the funding to support the organization's general purpose. The organization agrees to perform a social media, and online notice of the support should the sponsor provide appropriate approved marketing materials during the fiscal year.

- Fiscal Year Annual Gifts Subtotal: \$1,200 - \$6,000
- Bi-Annual Gifts Subtotal: \$600 [\$1,200/year]
- Quarterly Gifts Subtotal: \$300 [\$1,200/year]
- Monthly Gifts Subtotal: \$100.00 [\$1,200/year]

\*limited to nonprofit organizations, rescues, or companies holding less than 10 employees.

Friends of CountyPets can also set up recurring payments through Automatic Draft from a savings or checking account through QB Payments.

## Approved Funding Sources

Online Program Fundraising, Employee Matching Donations, & Company Donation

### Funding Process:

1. An authorized organization rep must approve the company Fundraising Campaign before collecting funds on behalf of the organization.
2. The company can raise internal or prompt external funds to meet pledges through social media, email, or online campaigns run and managed by the company. Fundraising should be conducted through a custom PayPal button, Facebook fundraiser, or directly subtotal from the company by invoice or electronic transfer.
  - a. Facebook fundraising allows for funds to be immediately transferred to the organization & for an individual to identify their company's campaign in the description and title of the fundraiser.
  - b. Custom PayPal buttons allow for an automatic description of the company's participation.
  - c. Electronic transfer of funds agreement can be found on our website and must include full details of the donors above \$250.00 of donation funds.
  - d. Transfer of funds should occur within 3 business days after completion of the fundraiser event if held 'offline.'