



Corporate Partnership Benefits



South Florida SPCA Mission

Rescue and rehabilitate horses
and other livestock in Miami-Dade County
and safely rehome them across the country.

+500,000

Florida has the third largest
equine population in the country.



SFSPCA is the last line of defense for abused and abandoned horses in Miami-Dade, Florida.

We are the only organization qualified to rescue, rehabilitate, retrain and rehome horses in Miami-Dade.





We are the only thing standing between them and starvation, death, and even slaughter.

+2,500

rescued horses and other livestock,
since its founding in 1992.

RESCUE

In cooperation with local law enforcement, SFSPCA rescues horses from abusive situations – including cases of animal cruelty and abandonment – and provides them with safe shelter, proper nutrition and immediate medical care.





REHABILITATE

The horses SFSPCA rescues come from the worst conditions imaginable. Life saving measures are the first priority, involving extensive veterinary treatment, a careful refeeding program, and extraordinary efforts by staff and volunteers to restore abused horses' health and trust.

RETRAIN

When physically and mentally ready, SFSPCA's rescued horses receive training/retraining by staff and in some cases, outside professionals, to give them the best possible chance at adoption.





REHOME

SFSPCA's goal is to adopt each horse into a forever home where its emotional, social, and medical needs will be met and where it will be happy, safe, and loved for the rest of its life.

EDUCATE

SFSPCA is dedicated to educating the public and promoting the humane treatment of equines through outreach, programs that help raise awareness of the plight of equines and other livestock.





ADVOCATE

The fight for horses does not stop at the ranch. SFSPCA promotes the welfare of equines through local and national advocacy.

SFSPCA By The Numbers

	2018	2019
Intakes	60 equines / 84 other	11 equines / 16 other
Adoptions	21	27
Owner Transfers	67	213
Owner Reunifications	16	6
Euthanasia	23	20
Deaths	2	3
At Ranch		41



Elements of our Partnership

A Profile of SFSPCA Supporters

Perennial Horse Lovers

- Defined as those who have always loved equines and prefer personal interaction and intimacy with horses rather than with humans.
- They don't currently own a horse but may have owned one in the past.
- Many dream of future horse ownership
- They love to visit the SFSPCA Ranch to share quality time with horses.
- They volunteers for the organization and like to “get dirty”
- They are:
 - Mostly women
 - 45 years of age or more
 - Financially secure
- They live throughout Miami-Dade County, and many are originate from the Northeast.

A Profile of SFSPCA Supporters

Grateful Horse Owners

- Defined as those who own at least one horse
- May be previous adopters of SFSPCA horses or livestock.
- They live primarily in Florida, but are spread across the country
- Due to their daily engagement and interaction with their own horse(s), they do not volunteer at the SFSPCA Ranch.
- Because of their love for their own horses, they want all horses that are mistreated to be given a better life and a second chance.
- They are:
 - Both men and women
 - 35 years of age or older
 - Financially stable; they work
- They attend equestrian events as spectators or participants.

A Profile of SFSPCA Supporters

Passionate Animal Advocates

- Defined as individuals who own several small animals and are known by other as “crazy animal” people.
- They are committed to improving the lives of all animals, equines and livestock included.
- Many are vegan or at least vegetarian.
- They attend animal rallies and protests and will stand with SFSPCA for animal welfare advocacy.
- SFSPCA is not always known to them but they can be great allies in time of need.
- They crave information about organizations supporting the plight of abandoned and abused animals.
- They are:
 - Urban dwellers
 - Both men and women
 - 25+ years of age
 - Mainly professionals

Corporate Sponsorship Levels

Sample Levels of Support*	Value of Sponsorship
Platinum Sponsor	\$100,000
Gold Sponsor	\$ 50,000
Silver Sponsor	\$ 25,000
Bronze Sponsor	\$ 15,000
Premiere Sponsor	\$ 10,000
Supporter	\$ 5,000
Associate	\$ 2,500
Friend	\$ 1,000

*Sponsors are invited to design the sponsorship program that best suits their company marketing needs. SFSPCA will work you to create your custom-made program.

Brand Exposure & Promotional Visibility

	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Naming Rights*	Ranch Entrance	Main Pasture	Veterinary Dispensary	Mini Barn	Quarantine Paddocks	Mini Stalls	Stallion or Rescue Stalls	Run-In Rescue Stalls
OOH Recognition	X (3)	X (2)	X (1)					
Logo in Brochure	X	X	X					
Story in Annual Publication	X (Full Page)	X (Full Page)	X (1/2 Page)	X (1/4 Page)				
Open House Sponsor	X	X	X	X	X			
Logo/Link on Website	X	X	X	X	X	X	X	
Logo on Email Blasts	X (Permanent)	X (5)	X (3)	X (3)	X (2)	X (2)	X (1)	X (1)
Social Media Acknowledgement	X	X	X	X	X	X	X	X

Naming opportunities may vary based on sponsor preference and availability. Other options may include, but aren't limited to, truck and trailer branding.





To discuss partnership options, please contact:

Kelly Bassing
Corporate Partnerships
786-738-2494
Kelly@helpthehorses.org

THANK YOU!

