

Corporate Sponsorship

Why should you become a Corporate Sponsor?

Be part of a solution that saves lives. ARMAC understands that the dollars you spend have to bring maximum benefits to your company. Thus, we expend every effort with our corporate sponsors to ensure that our sponsorships work to the greatest possible mutual benefit. We are also happy to entertain any suggestions to tailor the package more precisely to your company's specific needs.

Dogs have a huge economical impact on America's economy and society. In fact, the pet industry produces goods and services of \$38.4 billion annually¹. This industry's contribution to the U.S. GDP is greater than the motion picture services, railroad transportation, furniture and fixtures manufacturing and tobacco product manufacturing industries.

43.5 million US households own dogs

The average US household will spend over \$1,500 annually on their dog

54% of owners purchase holiday gifts for their dogs

Dog adoptions continue to grow yearly. According to the AKC, pedigree dog registrations dropped by 21% between 2000 and 2005. This trend is expected to continue as more and more dog lovers look to rescues to adopt, rather than buy, their next purebred dog.

Some examples of canine businesses are: boarding kennels, doggie day-cares, breeders, trainers and training facilities, veterinarians, dog supplies and food sales; therapy/service providers and insurance carriers.

Is my donation tax-deductible?

Yes, ARMAC is a non-profit, 501(c)(3). Donations made to ARMAC are tax deductible to the extent allowed by law.

How can my business help?

There are a number of ways that a business can help. As an example, dog supplies that are close to expiration and no longer saleable to the general public are valuable to ARMAC. Another example might be a pet store that is able to discount an item we could use or, if it is a product that is being phased out of inventory, it might be something the merchant would consider donating to the rescue for a tax write-off. Any item or service can also be donated to be raffled to raise much needed funds.



- Implement a Corporate Matching Gift Program.
- Hold employee ARMAC celebrations and fundraisers.
- Tie donations to sales of products and/or services.
- Add an ARMAC web-link to your website or media advertisement


¹ APPMA, Industry Statistics & Trends, http://www.appma.org/press_industrytrends.asp

What types of sponsors are needed?

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Corporate Sponsorship is defined as a business who donates money or in-kind services to be used for general operating expenses. The levels of corporate sponsorship are:

-  Gold Ribbon Club
-  Blue Ribbon Club
-  Red Ribbon Club
-  Yellow Ribbon Club

-  Service Donor
-  ARMAC Day
-  Event Sponsor