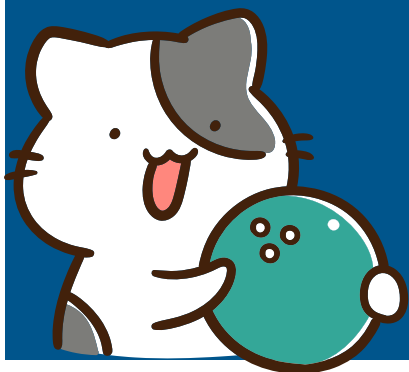


# Toronto Cat Rescue's 18th Annual



**BOWL-A-THON  
FOR CATS!**

SATURDAY  
SEPT  
**23**



## Save Cats From the Gutter

### TCR Bowl-a-thon Sponsorship Opportunity

Toronto Cat Rescue (TCR) is one of the largest cat rescue organizations in Canada. Our work is centred on rescuing at-risk cats from situations of abuse, neglect, unsanitary hoarding conditions, overcrowding or imminent euthanasia. Toronto Cat Rescue is a volunteer-driven registered charity, operating in the Greater Toronto Area, Kitchener-Waterloo and Cambridge. TCR's rescue cats are nurtured back to health by volunteers in loving home environments and then adopted out to their forever families.

We are hosting our 18th Annual Toronto Cat Rescue Bowl-a-thon on Saturday, September 23, 2023, at Parkway Bowl. The event will help support cat care costs which in 2022 came to a whopping \$900,000! This includes veterinary care, food and medicine.

### PROMOTIONAL PLATFORMS FOR SPONSORS

- **Website:** 386,000 visits per year, 224,000 unique visitors, 923,000 page views
- **Facebook:** 22,000+ Followers
- **Annual Report:** 20,000+ readers
- **Quarterly Newsletter:** 17,000+ active subscribers
- **Instagram:** 15,000+ followers
- **TikTok:** 15,000 followers, over 700,000 likes



# Sponsorship Levels



## Gold Cat Presenting Sponsor

**\$3,000+** *includes all of the below plus:*

- Advertisement prepared by you, published in three (3) Toronto Cat Rescue newsletter editions (17,000+ active subscribers)
- Company acknowledged and logo published across all Toronto Cat Rescue Promotional Platforms (listed on 1st page)
- Prime Positioning of your logo on all event promotional materials



## Silver Cat Sponsor

**\$1,000+** *includes all of the below plus:*

- Advertisement prepared by you in one edition of Toronto Cat Rescue's Newsletter (175,000+ active subscribers)
- Specific promotional post across TCR social channels



## Bronze Kitten Sponsor

**\$750+** *includes:*

- Link to company website and company logo on Toronto Cat Rescue's Bowl-a-thon website sponsorship acknowledgement with logo in Annual Report (20,000+ readers)
- Company logo on Sponsorship Board at event
- Company thanked at Bowl-a-thon
- Promotional piece provided by your company added to the loot bags at the event
- Acknowledgement of sponsorship and link to your company's website on Toronto Cat Rescue's Social Channels

Thank you for your consideration and do not hesitate to contact me with any questions!

**Cassandra Koenen**  
**Fundraising and Communications Lead**  
**[cassandrak@TorontoCatRescue.ca](mailto:cassandrak@TorontoCatRescue.ca)**