



## MARLEY'S MUTTS



RESCUED DOGS RESCUING PEOPLE



## OUR MISSION

Making a pawsitive and lasting impact on communities by rehabilitating souls and creating second chances using the power of the human-animal bond

CORPORATE SPONSOR OPPORTUNITIES

# WELCOME TO THE RANCH

These 20 acres of Marley's Mutts® Rescue Ranch is a place for second chances, humans and animals alike. Here your past is forgotten. You are welcomed and accepted as you are. Some are scared. Some need patience. All need one being to believe in them. And then, their whole world changes. Here you will find a sense of fulfillment. We are here for the dogs, each other and, to help make the world a more compassionate place.

*-Ranch Volunteer*



## A LETTER FROM MARLEY'S MUTTS EXECUTIVE DIRECTOR



I invite you to join us as a 2024 Corporate Sponsor with Marley's Mutts Dog Rescue® to ensure that at-risk shelter animals in Kern, Los Angeles and surrounding counties get the care, rehabilitation and nurturing homes that they all so richly deserve. Let's drastically change the outcomes of the thousands of dogs that were euthanized in Kern County in 2023. We are determined to be at the forefront of animal rescue by continuing to develop new approaches and community outreach programs that educate the public and can be modeled across California and beyond.

Enclosed you'll find information that details how your business can help these wonderful, resilient, loving dogs through an array of sponsorship offerings. Annual Corporate Sponsorship gives any organization passionate about animals the opportunity to enhance brand visibility with our extremely passionate and loyal Marley's Mutts supporters (our "Mutt Militia") and make an impact in our community.

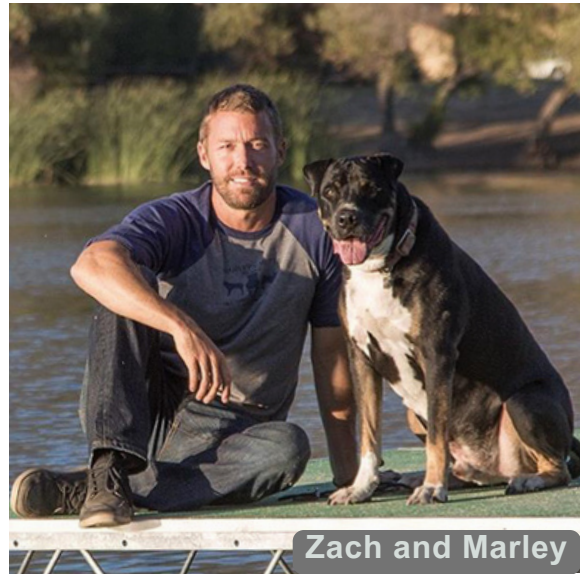
Sincerely,

*Melissa Brunson*

Melissa Brunson Ed.D  
Executive Director, Marley's Mutts

# ABOUT US

Zach Skow, Founder of Marley's Mutts® and Co-Founder of the Pawsitive Change® Program is a visionary. When he was diagnosed with end-state liver disease resulting from years of alcohol and drug abuse, his dog Marley helped pull him out of depression with unconditional love. This prompted Zach to start the dog rescue in 2009. Marley's Mutts received 501(c)(3) status in 2010.



Zach and Marley

**Marley's Mutts Dog Rescue®** is a non-profit dedicated to saving at-risk shelter dogs in Kern, Los Angeles and other counties. With euthanasia often the only solution to control the population in overcrowded county shelters, our skilled Ranch Advocates and army of Mutt Militia volunteers work to get dogs off the euthanasia list, modify behaviors if necessary, and provide a nurturing and rehabilitative environment to facilitate a magical transformation into a loving adoptive home.

To combat this national euthanasia epidemic, Marley's Mutts expanded its efforts geographically beyond Kern County into Los Angeles and surrounding counties, and from a rescue-only focus to innovative, scalable community programs including Miracle Mutts® Pawsitive Change® & Mutt Movers.



Ranch Community Pack Walk

# COMMUNITY PROGRAMS



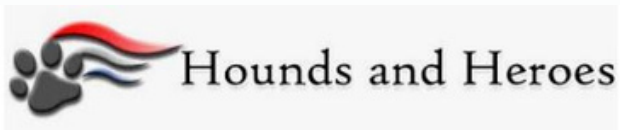
**Miracle Mutts®** uses the powerful properties of the canine/human connection to bring about healing to many vulnerable and underserved members of the community. This program is administered by one Marley's employee and dozens of dedicated volunteer handlers who earn AKC Certified Therapy Dogs credentials.

**Pawsitive Change®** is an innovative and comprehensive 16-week vocational training program that pairs dogs from high-kill shelters with incarcerated male, female and juvenile students for mutual rehabilitation. All work toward Canine Good Citizen training and Certificate of Completion.



**Mutt Movers**-No single rescue can help save every homeless dog in their community. Mutt Movers saves dogs from high-kill shelters and transports to rescue partners in other US States and Canada who have space and a shortage of adoptable dogs.

## SERVING ACTIVE MILITARY & VETERANS



Marley's Mutts is proud to partner with two nonprofit organizations that truly make a difference in the lives of active military and veterans with rescue dogs. Our Pawsitive Change Program partnership with **Hounds & Heroes** allows us to identify companion dogs and adopt them with no fees to a veteran. Our partnership with **SPCA-I's Patriot Pet Program** allows us to assist with overseas rescues to reunite pups with service members.

*All adoption fees waived for local veterans and active military.*

# WHY SPONSOR

- A connection with an innovative animal rescue organization with deep ties in the Central Valley and Southern CA
- Brand exposure to our vibrant supporter base
- Opportunities for employee engagement and team building in your organization
- Visible social responsibility focus and a way to give back to the community
- Alignment of your company values to animal welfare, rehabilitation, and community-based support initiatives

*"Every rescued dog is a furry piece of medicine that could be out there saving someone's life!"*

## POWERFUL REACH

**755,000 FACEBOOK FOLLOWERS**  
**317,000 INSTAGRAM FOLLOWERS**

**531,300 MONTHLY POST REACH**  
**914,000 MONTHLY POST ENGAGE**  
**1,000+ NEW PAGE FOLLOWS**  
**PER MONTH**

## YOUR IMPACT

### Support Ranch operations and growth

- More adoptions and decreased euthanasia
- State of the art, customized barn for program expansion - our Home on the Range campaign

### Maintain and expand community programs

- Miracle Mutts® - more events throughout Kern and Los Angeles Counties for schools, senior facilities, libraries and special needs programs.
- Pawsitive Change® - ongoing programming at State of California and Federal prisons to include Juvenile Facilities.
- Mutt Movers - increased exodus trips out of Kern County to underpopulated shelters/rescues in the US and Canada.

# Help us build on **OUR SUCCESS**



## **Courage**

*Dog Fighting Survivor*

Tongueless. Abandoned. Emaciated. Never been outside. In 2020, Courage came to the Ranch via a cross country roadtrip. Through the diligence of Marley's Rescue Ranch Advocates, Courage learned to let go of his trauma and become a dog. With time, training and lots of love, Courage is on his way to healing and ready for adoption.



## **Issac de la Rosa**

*Pawsitive Change Graduate, Mentor, Parolee, Business Owner*

From a gang member who spent over half of his prison time in isolation to parolee, dog trainer, and small business owner, Issac is the very definition of why second chances matter. Pawsitive Change gave him purpose, showed him compassion and offered hope for a better tomorrow. And, Issac is now giving back by re-entering the prison system, only this time as an official program trainer.



## **Connie Rocke**

*Superstar Ranch Volunteer*

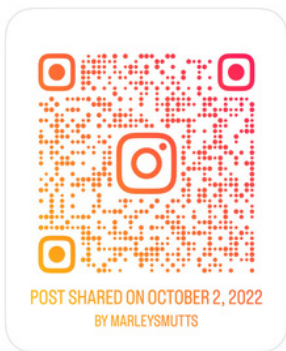
As a Tehachapi resident with some extra time post retirement, Connie has been a regular volunteer at the Ranch for years -“It’s like a wonderful family.” Some of her favorite activities include community pack walks, holiday decorating, and volunteer days. The rescue dogs are special to Connie and it gives her great joy to be around them. Our volunteers are the best!

# PRESS

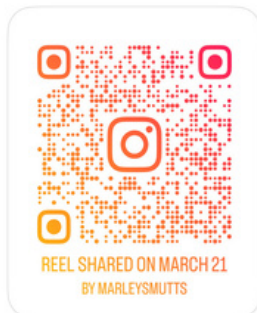
Marley's Mutts® has been featured in both local and national news outlets since its inception in 2009. These are just a few of the publications and outlets where we have been featured.



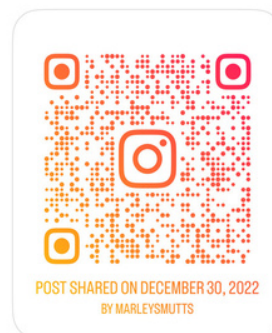
# GET INSPIRED



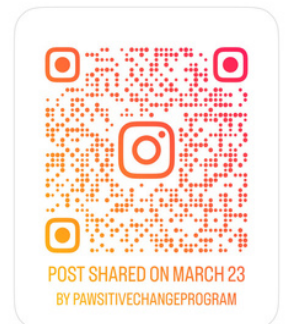
Spreading the Love  
(Miracle Mutts)



Hear our Stories  
(Pawsitive Change)



2nd Chances  
(2022 Adoptions)



Graduation Day  
(Tehachapi State Prison)

# ANNUAL CORPORATE SPONSORSHIP LEVELS & BENEFITS

	Mission (\$50,000)	Diamond (\$20,000)	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,500)
Press release, social media announcement, newsletter company spotlight, and framed certificate of appreciation	X					
Employee volunteer day/team building event at Ranch (4 hr, lunch and tour incl.)	X					
Co branded tablecloths (outreach events)	X	X				
Private tour of ranch with Zach (2 hr)	X	X				
Newsletter recognition	Name, logo, link	Name, logo, link				
Employee onsite event (adoption, microchip, or puppy playdate) <sup>(1)</sup>	X	X	X			
Co branded signage (outreach events)	Step & repeat	X	X			
Dogs & Donuts Miracle Mutts office visit (2 hr) <sup>(1)</sup>	X	X	X	X		
Social media recognition	Priority, recurring	Priority, recurring	X	X	X	
Website recognition	Name, logo, link	Name, logo, link	Name, logo	Name	Name	Name
Marley's Mutts T-shirts	6	4	2	2	2	1

<sup>(1)</sup> Onsite sponsor events within 150 miles of the Ranch. For all others, business to be featured as an event's "valued sponsor" at a local charity/business/non profit (with day of, social media, and newsletter acknowledgement).

**Annual Corporate Sponsorships require a legally binding, clear agreement which defines roles and responsibilities between Marley's Mutts® and Corporate Sponsor. This Agreement will outline payment calculation and method, sponsor benefits and intellectual property rights.**



**Marleymutts.org**

For more information

or to join us as a Corporate Sponsor, please contact:

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 MBrunson@Marleymutts.org | 661-800-9060



Instagram.com/  
marleymutts



Facebook.com/  
MarleysMuttsDogRescue



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