

ROMEO the GOOSE
Welcome Committee President

We get by
with a little



HONK

from our friends

CORPORATE SPONSORSHIP



Maple Farm
Sanctuary

Thank you for your interest in partnering with Maple Farm Sanctuary!

Our corporate sponsors share our commitment to creating a better world for animals while promoting respect for all life. Their generosity is transformative, enabling Maple Farm Sanctuary to make great strides both for the animals in our care and for those who suffer in the animal agriculture system. In turn, we are happy to recognize this generosity in a variety of ways.

Here are some of the many potential benefits of becoming an Maple Farm Sanctuary corporate sponsor:

BENEFIT #1

EXPAND YOUR REACH THROUGH OUR SUPPORTER COMMUNITY

We help our corporate sponsors spread the word about their companies to our close-knit and active supporter base. By partnering with Maple Farm Sanctuary, you have the opportunity to increase your exposure nationally—particularly in the New England region—as well as internationally.

The majority of our community supports a vegan lifestyle, healthy living, environmental stewardship, and a variety of animal protection issues. Our supporters feel personal connections with the people and animals of Maple Farm Sanctuary and are dedicated members of the animal advocacy community. They trust us, and this trust carries over to the companies with which we align.

Our Database

Our supporter database includes nearly 5,000 contacts who we email regularly. In addition to appeals for special needs, we email a monthly newsletter that features educational and inspiring stories. These articles are also published on our [website](#)—which receives approximately 3,500 visits per month.



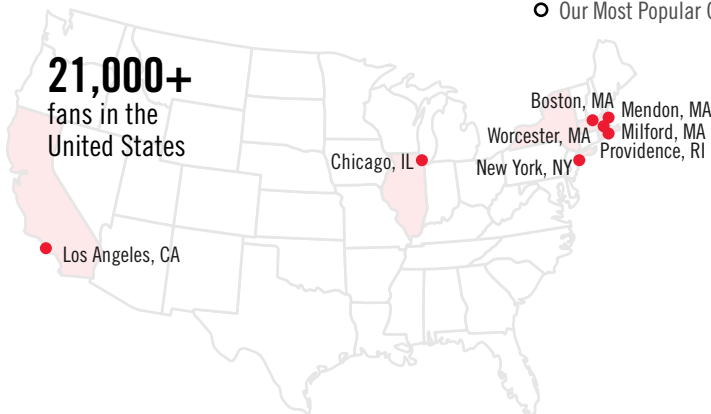
Our Local Community

Tour season runs from mid-April to late November—allowing about 1,000 guests to visit our sanctuary annually. We also run several potluck events each year that sell out quickly at 120 people per event.

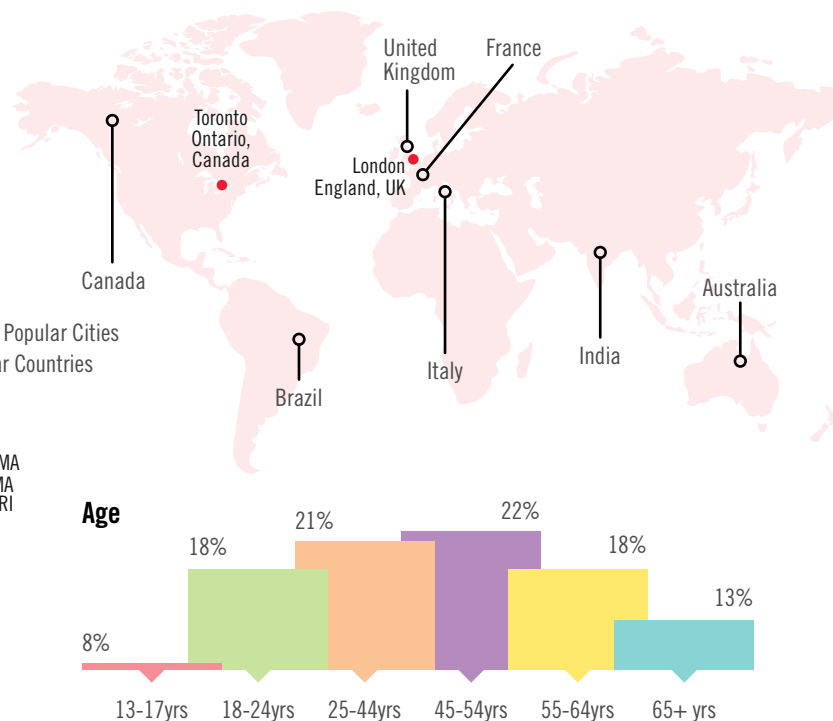
Our Social Media Following



Gender 81% Female 18% Male



Our Following at a Glance





Finn

"87% of consumers will purchase a product because a company advocated for an issue they cared about."

—2017 Cone Communications CSR Study

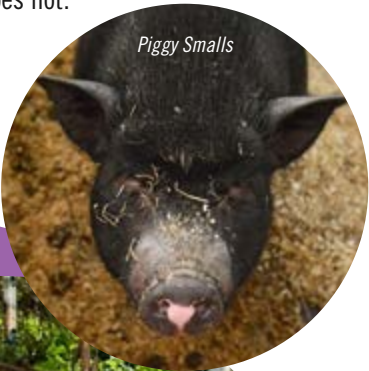
BENEFIT #2

DEMONSTRATE YOUR COMPANY'S CORPORATE SOCIAL RESPONSIBILITY

By becoming a Maple Farm Sanctuary corporate sponsor, you show customers that you give back to a cause that your business is passionate about—that your company is living its values by supporting and aligning with an animal sanctuary. Customers will feel good about buying from you while employees will feel good about working for you.

In addition, corporate social responsibility often offers an increased competitive advantage. Customers may prefer to buy from a company that supports a sanctuary over a similar one that does not.

"Engaging in meaningful corporate social responsibility activities can reduce a company's staff turnover rate by up to 50%"
—Project ROI



Piggy Smalls



Gwen



Boo Boo

BENEFIT #3

MAKE A DIRECT IMPACT ON RESCUED FARM ANIMALS

By partnering with Maple Farm Sanctuary, you will change the lives of individual rescued farm animals. Your gift to Maple Farm Sanctuary will:

- Fund food, shelter, and care for our animal residents.
- Facilitate the rescue of new animals who are in need.
- Amplify our educational messages about farm animal protection and cruelty-free living.

Your company and its employees can visit Maple Farm Sanctuary to witness your support in action. Such interactions will be particularly inspiring if your company saves lives by offering cruelty-free goods and services but does not get the chance to interact with animals on a regular basis.

BENEFIT #4

STRENGTHEN YOUR MESSAGING WITH FACES AND NAMES

When you become a Maple Farm Sanctuary corporate sponsor, you aren't just partnering with an animal sanctuary—you are partnering with Boo Boo, the 1,600-pound cow who loves playing ball; Oscar, a bantam chicken who prefers being held to walking; Piggy Smalls, a potbellied pig who is always up for a belly rub, and all of the other larger-than-life animals who call Maple Farm Sanctuary home!



Oscar

As a corporate sponsor, you can put a face to the animals who your company helps save. For example, you might say:

By selling plant-based beef, we are changing the world for animals like Boo Boo, a rescued cow we visit regularly at Maple Farm Sanctuary.

— or —

As a company that regularly donates a percentage of sales to organizations that help animals, we are proud to make a difference for animals like Gwen, a rescued turkey at Maple Farm Sanctuary.

Maple Farm Sanctuary animals are great ambassadors for farm animals—and great partners in our joint efforts to create a better world for animals everywhere.

Maple Farm Sanctuary is an animal sanctuary in Mendon that rescues and provides homes for abused, abandoned, and unwanted farm animals. Founded in 1998 by former dairy goat farmers who had a profound change of heart, the sanctuary is home to more than 100 animals including cows, pigs, goats, chickens, ducks, and llamas. It also runs educational initiatives that promote a vegan lifestyle and more compassionate world. For more information visit maplefarmsanctuary.org.

CORPORATE SPONSORSHIP LEVELS

Maple Farm Sanctuary offers four standard levels of corporate sponsorship, all of which include recognition of your company on our Corporate Sponsor web page. Perks for each level are outlined below.

Farm Animal Ally: \$1,000

- One private tour for up to 5 people
- Your logo on our Corporate Sponsor page
- Recognition in one post on Maple Farm Sanctuary's Facebook page

Hayfield Hero: \$2,500

- One private tour for up to 10 people
- Your logo on our Corporate Sponsor page
- Recognition in three posts on Maple Farm Sanctuary's Facebook page

Pasture Patron: \$5,000

- One private tour for up to 16 people
- Your logo on our Corporate Sponsor page
- Recognition in five posts on Maple Farm Sanctuary's Facebook page
- Recognition in our e-newsletter including your logo and a 25-50 word blurb
- Your marketing collateral displayed at all sanctuary events (tours, potlucks, local tabling events)

Sanctuary Sustainer: Above \$10,000+

- One private tour for up to 16 people
- Your logo on our Corporate Sponsor page
- Recognition in three posts on Maple Farm Sanctuary's Facebook page
- Recognition in our e-newsletter including your logo and a 25-50 word blurb
- Your marketing collateral displayed at all sanctuary events (tours, potlucks, local tabling events)
- One feature story on our website
- One press release about your gift
- Special customized benefits that might include:
 - » A plaque with your company's name displayed at the sanctuary
 - » Naming rights to new structures or stalls
 - » An employee day at Maple Farm Sanctuary, etc.

We look forward to partnering with you to save even more animals! For more information or to become a corporate sponsor today, please contact Jennifer Wyglinski at jenw@maplefarmsanctuary.org.

HAY!

Sponsor a Kid in Feed.



**Maple Farm
Sanctuary**

CORPORATE SPONSORSHIP

maplefarmsanctuary.org



YODA the GOAT
Young at Heart