

# Best Friend Pet Adoption



## 2026 ANNUAL AUCTION Sponsor Package

# BECOME A SPONSOR

Our Annual Auction is one of our 3 largest fundraisers of the year! Being a sponsor is a great way to support BFPA while also promoting your business.

Sponsors receive advertising leading up to, during, and at the end of the Auction period via the following channels:

- Homepage of the Auction Website
- Dedicated Posts in Social Media (Facebook & Instagram)
- Email blasts to our Contact Database
- 

Note: Sponsorships are limited!



More details inside!



Saving lives since 1998 thanks to your support!

# Summary

Best Friend Pet Adoption's 6th Annual Auction will be held **Aug 31 through Sep 7, 2026**.

## Auction info:

- Conducted via our personalized auction website: <https://new.biddingowl.com/bfpa>
- Donations in the past have included Getaway packages to the Beach, Mountains, Lake Gaston, local 'Staycation' packages, event tickets, gift cards to local merchants and restaurants, pet items, art, jewelry and more (shown below - a past getaway package)

## As a sponsor, your business will get the following marketing:

- Sponsors will be displayed on the home page of the auction website and other auction pages based on sponsorship level.
- 3-5 Emails to ~3.5K supporters are sent prior to and during the auction and will highlight sponsors.
- Posts highlighting sponsors will be shared on our main BFPA Facebook page to ~6K followers.
- Posts highlighting sponsors will be shared on our BFPA Instagram ~1.5K Followers.
- Your business will be tagged (if available) on related social media posts.

## Auction Home Page Example

Categories

All

Give

Donate

Welcome to BFPA's 5<sup>th</sup> Annual Auction

2025 Auction Opens 7pm on Aug 31<sup>st</sup> and Closes on Sep 7<sup>th</sup>

\*\*Please read Auction rules (below) before bidding\*\*

Thanks to this year's Sponsors

2025 Silver Sponsor

2025 Bronze Sponsors

Sponsors help offset our auction costs in exchange for advertising. We still have Gold, Silver and Bronze slots left.  
Learn more from our [Sponsor Package](#)

## Social Media Post Examples

BFPA AUCTION

A big THANKS to the first sponsor of our 4th Annual Auction

BEING HELD VIA FACEBOOK  
SEPT 2ND-9TH, 2024

2024 Bronze Level Sponsor

Our Greene Home designs

Virtual Assistant for small businesses specializing in graphic and web design.

**Specialties:**  
print and digital collateral (flyers, brochures, emails, social media, etc)  
logo design and branding  
website builds & redesigns

hello@ourgreenehomedesigns.com

BFPA AUCTION

Our 4th Annual Auction is in progress

Don't miss your chance to bid!!

BEING HELD VIA FACEBOOK  
SEPT 2ND-9TH, 2024

Thanks to this year's Sponsor

Our Greene Home designs

Virtual Assistant for small businesses specializing in graphic and web design.

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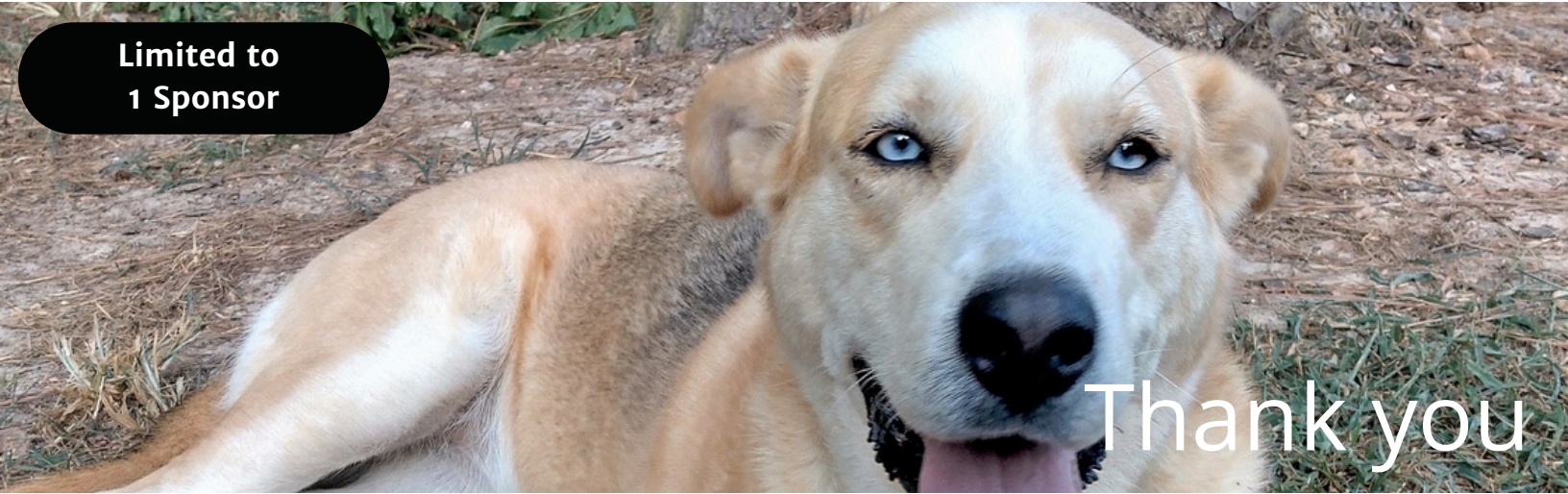
hello@ourgreenehomedesigns.com



# Gold Level Sponsor

**\$500 + Co-promotion of Event on Social Media or Website**

Limited to  
1 Sponsor



Thank you

## Marketing Visibility

### Auction Website

- Logo and marketing blurb on all auction pages, so when users go to land on All Items or an Item Category page, your business is seen at top of page.

### Social Media (~6K followers on Facebook, ~1.5K followers on Instagram)

- Dedicated sponsor post and tagging on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~45 days, ~30 days, ~15 days, and ~7 days ahead of event
  - 2x in the two weeks before event, and 3x during event period
  - 1x no later than 1 week after close of event
  - Pinned at top of BFPA Facebook page for 8 hrs (during hours of 8am-11pm) 1x during week and 1x during weekend.

### Emails (to ~2.5K in BFPA contact database)

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at minimum of the following intervals:
  - ~45 days & ~10 days ahead of event and 1x during event (reminder, last chance, etc.)

Gold Sponsors signing up **after July 10<sup>th</sup>**, may miss scheduled marketing opportunities

## Co-Promotion of Event

- Expectation that your business will cross post/share posts for at least 5 event related posts on your Facebook and Instagram pages, helping BFPA promote the event. If not on social media, promotion can be done via email blasts to clients and/or promotion on your website. We are flexible!



# Silver Level Sponsor

**\$300 + Co-promotion of Event  
on Social Media**

Limited to  
2 Sponsorships

Thank you

## Marketing Visibility

### Auction Website

- Logo and marketing blurb on all auction pages, so when users go to land on All Items or an Item Category page, your business is seen at top of page.

### Social Media (~6K followers on Facebook, ~1.5K followers on Instagram)

- Dedicated sponsor post and tagging on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~45 days, ~15 days, and ~7 days ahead of event
  - 1x in the two weeks before event, and 2x during event period
  - 1x no later than 1 week after close of event
  - Pinned at top of BFPA Facebook page for \*3-6 hrs (during hours of 8am-11pm) 1x during week and 1x during weekend.

### Emails (to ~2.5K in BFPA contact database)

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at minimum of the following intervals:
  - ~45 days & ~10 days ahead of event and 1x during event (reminder, last chance, etc.)

**Silver Sponsors signing up after July 10<sup>th</sup>, may miss scheduled marketing opportunities**

## Co-Promotion of Event

- Expectation that your business will cross post/share posts for at least 2 event related posts on your Facebook and Instagram pages, helping BFPA promote the event. If not on social media, promotion can be done via email blasts to clients and/or promotion on your website. We are flexible!



## Bronze Level Sponsor

**\$150 + Co-promotion of Event  
on Social Media and/or Website**

Limited to  
4 Sponsorships

Thank you

### Marketing Visibility

#### Auction Website

- Logo and marketing blurb on all auction pages, so when users go to land on All Items or an Item Category page, your business is seen at top of page.

#### Social Media (~6K followers on Facebook, ~1.5K followers on Instagram)

- Dedicated sponsor post and tagging on Best Friend Pet Adoption main Facebook page and Instagram at the following intervals:
  - ~7 days ahead of event
  - 1x in the two weeks before event, and 1x during event period

#### Emails (to ~2.5K in BFPA contact database)

- Dedicated graphic (similar to social media post) embedded in HTML email promoting the Auction at minimum of the following intervals:
  - ~45 days & ~10 days ahead of event and 1x during event (reminder, last chance, etc.)

**Bronze Sponsors signing up after Aug 15th, may miss scheduled marketing opportunities**

### Co-Promotion of Event

- Expectation that your business will cross post/share posts for at least 1 event related posts on your Facebook and Instagram pages, helping BFPA promote the event. If not on social media, promotion can be done via email blasts to clients and/or promotion on your website. We are flexible!

## References

**BFPA Facebook Page** <https://www.facebook.com/BestFriendPetAdoption> ~6K Followers

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**BFPA Instagram** <https://www.instagram.com/bestfriendpetadoption> ~1.5K Followers

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**BFPA Auction Website** <https://new.biddingowl.com/bfpa>

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**Email BFPA Database** Email to ~3.5K BFPA contacts (i.e. adopters, donors, volunteers, etc.)

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# Social Media & Email Schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Jul 20</b>						
Social Media (~45 days)				Email		
Social Media (~45 days)				Email		
				Email		
<b>Aug 3</b>						
Social Media (~30 days)						
<b>Aug 17</b>			<b>Aug 20</b>			
Social Media (~14 days)			Email			
Social Media (~14 days)			Email			
Social Media (~14 days)			Email			
<b>Aug 24</b>						
				Social Media (~7 days)		
Social Media (~7 days)						
<b>Aug 31</b>				Social Media	Email	
 Social Media		 Social Media			Email	 Social Media
			Social Media		Email	Social Media
					Email	
<b>Sep 7</b>						
 Social Media			Social Media		Social Media	

# Event Sponsorship Agreement

Page 1 of 4

This Sponsorship Agreement (the "Agreement") is made and entered into as of the last signature date below (the "Effective Date") by and between BEST FRIEND PET ADOPTION INC. with an office at PO BOX 5305, Cary, NC 27512 ("BEST FRIEND PET ADOPTION") and the sponsor identified below ("Sponsor").

## Event

BEST FRIEND PET ADOPTION is hosting the following event: 5th ANNUAL AUCTION (online via Facebook) starting on August 31<sup>st</sup>, 2026 and Sponsor desires to sponsor the Event.

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

**1. BEST FRIEND PET ADOPTION Obligations.** In consideration for Sponsor's participation in the Event, BEST FRIEND PET ADOPTION shall provide the Sponsor the benefits set out in Appendix, which is incorporated and hereby made a part of this Agreement.

**2. Sponsor Obligations.** For its participation as a Sponsor in the Event, Sponsor shall pay to BEST FRIEND PET ADOPTION a fee (the "Sponsorship Fee"), as set out below:

GOLD SPONSORSHIP - \$500 or

SILVER SPONSORSHIP - \$300 or

BRONZE SPONSORSHIP - \$150 or

The Sponsorship Fee is payable to BEST FRIEND PET ADOPTION Inc., due on date of Agreement signing.

**3. Sponsor Trademarks/Sponsor Materials.** Subject to the terms and conditions of this Agreement, Sponsor grants to BEST FRIEND PET ADOPTION the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to BEST FRIEND PET ADOPTION by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines.

## 4. Indemnity

**4.1** BEST FRIEND PET ADOPTION shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of BEST FRIEND PET ADOPTION, its directors, officers, and/or employees.

**4.2** Sponsor shall indemnify, defend, and hold BEST FRIEND PET ADOPTION harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of Sponsor's trademarks and logos, and Sponsor Materials.

**4.3** Sponsor will give BEST FRIEND PET ADOPTION prompt written notice of any claim or suit coming within the purview of these indemnities.

# Event Sponsorship Agreement cont'd

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**5. Limitation of Liability.** Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, BEST FRIEND PET ADOPTION's liability for any claim against BEST FRIEND PET ADOPTION shall be limited to the funds available in its own bank account at the time of the claim.

**6. Representations.** Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

## **7. Term and Termination**

**7.1 Term.** Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through September 14th, 2026, one week after the event closes, unless earlier terminated as otherwise provided in this Agreement (the "Term").

**7.2 Termination by BEST FRIEND PET ADOPTION.** BEST FRIEND PET ADOPTION shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event BEST FRIEND PET ADOPTION terminates this Agreement for any reason other than Sponsor's breach BEST FRIEND PET ADOPTION shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event.

### **7.3 Termination by Sponsor; Effect of Termination**

**a)** Sponsor may terminate this Agreement for breach by BEST FRIEND PET ADOPTION after giving BEST FRIEND PET ADOPTION at least ten (10) days prior written notice specifying the nature of the breach and giving BEST FRIEND PET ADOPTION no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

**b)** If BEST FRIEND PET ADOPTION terminate this Agreement for Sponsor's breach, BEST FRIEND PET ADOPTION shall retain any fees received from Sponsor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

**c)** If Sponsor terminates for BEST FRIEND PET ADOPTION's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials and hardware or software of Sponsor.

**7.4 Survival.** In the event of termination or expiration of this Agreement, paragraphs 4, 5, 6, 7 and 8 shall survive.

# Event Sponsorship Agreement cont'd

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## 8. Miscellaneous

**8.1 Notices.** All notices, authorizations and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; (ii) sent by air express courier, charges prepaid; or (iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices, via email to: [bfpa fundraisingteam@gmail.com](mailto:bfpa fundraisingteam@gmail.com).

**8.2 Relationship.** This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

**8.3 Confidentiality.** Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.

**8.3 Governing Law/Jurisdiction.** This Agreement shall be governed and interpreted in accordance with the laws of North Carolina. Sponsor consents to the exclusive jurisdiction and venue of the courts in North Carolina.

**8.4 Assignment.** This Agreement may not be assigned by either party without prior written consent of the other party.

# Event Sponsorship Agreement cont'd

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The sponsor agrees to purchase a sponsorship package at the following level:

The parties have executed this Agreement as of the date set out below:

**BEST FRIEND PET ADOPTION INC. and (SPONSOR)**

**(Corporate Sponsor Name):**

Signature: \_\_\_\_\_

Please print name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**BEST FRIEND PET ADOPTION:**

Signature: \_\_\_\_\_

Please print name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Please submit your form and sponsorship check to BFPA, PO BOX 5305, Cary, NC 27512.

You may also pay online via Paypal by going to [bfpa.org/donate](http://bfpa.org/donate) and note what payment is for with submission.