



**Thank you for
joining RSPCA
South Australia
as we embark on
A New Era of
Animal Care.**

The RSPCA South Australia Animal Care Campus will become our state's centre for the veterinary care of injured wildlife, domestic animal rehabilitation and rehoming, cruelty prevention and community education. It will also be the base for South Australia's animal welfare inspectorate, animal emergency rescue coordination and community foster care network.

This project will revolutionize animal care and welfare in South Australia. It is a once in a generation opportunity to significantly improve the lives of all creatures, great and small - both now and in the future.

We invite you to join us in this exciting and vital project for South Australia.

carecampus.rspcasa.org.au



Australia's #1 Charity Brand

A compelling 98%* of Australians believe that animal welfare is important, with 83%* of Australians either currently or previously owning a pet.



RSPCA is the country's oldest, largest, and most widely recognised organisation working with or for animals, and is recognised by 86%* of Australians as giving positive or very positive impression.

As the #1 charity brand†, as well as being one of the most trusted of all brands in Australia, affiliation with RSPCA offers unrivalled integrity, respect and positivity.

Australians are also positive towards organisations and companies that support the RSPCA. More than one in two Australians (56%*) are more likely to purchase a service or product if the company supports the RSPCA.

By partnering with RSPCA South Australia as we deliver the Animal Care Campus, we can offer a range of **high visibility recognition and benefits** including:



Visual on-campus recognition

Brand acknowledgement across public, adoption, clinical, community education, animal husbandry, community volunteering or administration areas of the campus.



Social media

Promotion via RSPCA South Australia's broad reach and high engagement social media content.



Digital communications

Inclusion in RSPCA South Australia's high traffic website and 100,000+ strong digital newsletter.



Public and exclusive events

Involvement in RSPCA South Australia's highly publicised regular public events, and invitation to Animal Care Campus exclusive VIP events.



Media opportunities

Co-branded pitches to mainstream media, leveraging RSPCA South Australia's robust media relationships.



Use of RSPCA South Australia logo and visual assets

Agreed use of RSPCA South Australia logo and shareable visual content.



Staff and client engagement

Behind the scenes on-campus admission and up-close interaction with animals in care.



Expert information sessions

Access to RSPCA South Australia's expert talent, best-practice knowledge and quality research.



Bespoke collaborative opportunities

Custom partnerships to suit your needs and budget.

We are committed to creating recognition and benefits solutions in ways which are meaningful and effective for your organization.

RSPCA South Australia is passionate about working with organisations who understand and share our vision and commitment to advance animal welfare and lead social change. By joining us on this project, you are helping to bring animal welfare to the forefront in South Australia.

RSPCA relies heavily on the support of the community. The total cost of the project is \$27m, of which \$3m needs to be raised through corporate donations, donations of goods and services, philanthropic gifts and community fundraising.

There are many ways your organization can support the new RSPCA South Australia Animal Care Campus



Corporate Donation.

Pledge a tax-deductible donation or series of donations towards a specific area of the project. Choose to sponsor a building, facility, accommodation, medical suite or community area of the project.



Donation of Goods and Services in Kind.

Provide a portion of your organization's contracted goods or services as a gift. Sponsorship benefits can be recognized in line with the value of the gift.



Fundraise on behalf of RSPCA South Australia. Reach out to your clients, suppliers, supporters and networks to raise funds towards the Animal Care Campus. Join our adventure fundraising challenge, hold an event, or donate a percentage of your fees. We can work with you to develop a fundraising action plan and commit to a target.



Help us to spread the word.

Promote our project to your contacts and wider networks and introduce us to groups and individuals who may be interested in becoming partners of the RSPCA South Australia Animal Care Campus.



Corporate Sponsorship Plan.

We can work with you to create a tailored sponsorship package, including a mix of the above options.

However you would like to help, we can work with you to develop a customized support plan based on your preferences.

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RSPCA 
South Australia



ANIMAL CARE CAMPUS