



*Harnett Animal
Welfare Coalition*

P.O. Box 1324, Lillington, NC 27546
A community partnership for responsible
pet ownership & humane treatment of animals
www.harnettawc.org

Dear Harnett County Neighbor,

Thank you for your interest in being a Pet of the Week Sponsor. Harnett Animal Welfare Coalition (HAWC) has established this program in partnership with the Harnett County Animal Control to positively promote the shelter as a part of our community, and a great place to adopt a pet.

More than 5,000 animals enter our county shelter every year and more than half do not make it out. The animal overpopulation is a public health problem and tax burden for county residents, and a tragedy for animals that end up as unwanted pets. While we have implemented a spay/neuter program, responsible pet ownership education, and other initiatives, our Pet of the Week program aims to create a positive public image of shelter pets and drive traffic to the shelter. We hope to see the day that every adoptable pet that enters our county shelter will find a loving home with a local family. Our Pet of the Week program was started in late 2011, and we are already seeing great success with an increase in local adoptions.

As a sponsor of the Pet of the Week program, your \$100 tax-deductible donation to HAWC covers the cost of spay/neuter surgery and vaccines for one pet. In return, you will be officially recognized as the Pet of the Week sponsor and your logo will be included in full-color, eye-catching flyers and posters promoting the pet of the week. (See sample Pet of the Week flyer attached). Your business name and logo will be seen by thousands of potential customers, clients and Harnett County neighbors, many of whom are pet owners or animal lovers, and will clearly see that your organization cares about animals and supports shelter pet adoption. And, you get to choose the name for the pet that you sponsor!

To become a Pet of the Week sponsor, complete the attached form and return with your \$100 donation to HAWC. You will be contacted promptly by a HAWC representative who will work with you to get your Pet of the Week sponsorship scheduled and help you make the most of this great marketing opportunity for your business. *Please note: HAWC reserves the right to refuse sponsorship to businesses or organizations that we feel do not support or align with our mission.*

If you have further questions or need additional information about HAWC or the Pet of the Week program, you may contact us at (910)808-1550 or by email: info@harnettawc.org

Sample Pet of the Week Flyer/Poster

Harnett County Animal Control Pet of the Week

"Cocoa"

ID#Pen7

I am a 1 yr old female corgi mix with a soft, beautiful coat and a sweet, loving personality. At only 25lbs, I'll fit in anywhere. I'm looking for a wonderful forever family to call my own where I can be your best buddy and enjoy the good life I deserve. My adoption fee is only \$25 and my spay surgery and vaccinations are sponsored* by:



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*Sponsorship limited to adoptions by Harnett County residents



Harnett County Animal Control
1100 McKay Place
Lillington, NC
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Adoption Fee: \$25
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Adoption Hours
Monday 1-4 pm
Tuesday: 1-7:30 pm
Thursday: 1-4 pm
Friday: 1-4 pm

For current information on the Pet of the Week or to view other available pets,
please visit www.harnettanimalcontrol.com



Harnett Animal Welfare Coalition

Pet of the Week Sponsorship Form

Name of Business/Organization as you wish for it to appear on the form:

Business Address: _____

Business Phone: _____ Website: _____

We would like to name the Pet of the Week: _____
Male Name | Female Name

Contact person that can answer questions about the Pet of the Week sponsorship:

Name: _____ Phone#: _____

Email: _____

Authorized representative of business/organization):

Print Name

Signature

Additional information:

Submit this form with an electronic file (.jpg or .bmp) of your business logo to:

petoftheweek@harnettawc.org

You may send the \$100 Pet of the Week sponsorship tax-deductible donation via paypal to:

petoftheweek@harnettawc.org

or by check made out to Harnett Animal Welfare Coalition and mail to: P.O. Box 1324,
Lillington, NC 27546

If you need assistance submitting your pet of the week sponsorship information, please contact us at (910)808-1550 or by email at info@harnettawc.org