



## 2019 Calendar Advertising

### An Opportunity for Sponsorship and Advertising

The Alberta Animal Rescue Crew Society (AARCS) is preparing to launch the very popular annual Animal Rescue Calendar; featuring 12 stunning photographic portraits of AARCS rescued animals. All funds raised from sponsorship and calendar sales will go towards helping even more animals in need.

We are looking for companies/organizations to purchase advertising spots in the calendar to cover the cost to produce the calendars. By being involved, you will be helping us raise funds for animal emergency costs, veterinary care, food and supplies. In addition, corporate sponsors will gain brand recognition among our rapidly growing support base. Calendars will be distributed to local businesses for distribution. AARCS typically circulates over 1500 calendars.

#### Rates and ad sizes are as follows:

- Monthly Tall Block Ad \$350 [ 2 ¼ " x 5 ¼ " ] vertical (12 available /1 per month)
- Business Card Ad \$100 [ 3 ½ " x 2 " ] horizontal or vertical (Unlimited available, placed on dedicated page within the calendar)

#### Additional Benefits:

- Fosters corporate responsibility in supporting local charities
- Company name mentioned on social media (our Facebook page has over 82,000 followers)
- Brand recognition with AARCS' rapidly growing volunteer/support base

#### CONTACT INFORMATION

Amber Perry, Creative & Marketing Specialist

**Email:** amber@aarcs.ca | **PH:** 403-250-7377

www.aarcs.ca

**Registered charity Number 80718 8479 RR0001**

#### ABOUT AARCS:

The Alberta Animal Rescue Crew Society (AARCS) is a registered, non-profit charity with a mission to improve the lives of animals by: rescuing and providing sanctuary to abandoned, surrendered or abused animals; assisting communities to achieve healthy and respectful relationships with animals; promoting responsible and compassionate guardianship; and advocating on behalf of all animals.

2019 AARCS Calendar Sample:

**STORY**

AARCS received a phone call from our friends at the Alberta Spray Neuter Task Force. They were told about a young puppi who was found in a ditch after being hit by a car. This sweet girl was Nutmeg!

It is suspected that this poor gal spent over 12 hours lying there alone and cold before her rescuers, which were two teenage boys. They found her and called for help, she was then rushed to an emergency vet clinic. We want to thank Team Task Force for bringing Nutmeg in to us so she could be given the medical attention she so desperately needed.

JOY

## JANUARY 2019

FEBRUARY						
S M T W T F S						
3 4 5 6 7 8						
9 10 11 12 13 14						
15 16 17 18 19 20						
21 22 23 24 25 26						
27 28 29						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

YOUR BLOCK AD GOES HERE

2019 AARCS

NOTES:

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**AARCS**  
ALBERTA ANIMAL  
RESCUE CREW SOCIETY

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### 2018 Calendar – Sponsorship Form

Company Name: \_\_\_\_\_

Contact individual: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Level:

\_\_\_\_\_ **Block Ad (Monthly) \$350 / [ 2 ¼ " x 5 ¼ " ] vertical**

- Preferred month \_\_\_\_\_ (Please note we will do our best to accommodate request for specific months but cannot guarantee).
- Will also include your company name on the back of the calendar with month previews.

\_\_\_\_\_ **Business Card Ad \$100 / [ 3 ½ " x 2 " ] horizontal or vertical**

- Will be on a "Thanks for Your Support" page within the calendar.

**Please return a copy of this form along with sponsorship cheque to:**

5060 74 Avenue SE  
Calgary, AB T2C 3C9

Amber Perry, Creative & Marketing Specialist

**Email:** [amber@aarcs.ca](mailto:amber@aarcs.ca)

PH: 403-250-7377

[www.aarcs.ca](http://www.aarcs.ca)

Please send your completed .PDF or .EPS AD (at 300dpi) to Amber at [amber@aarcs.ca](mailto:amber@aarcs.ca)

**Please indicate below if you would like to pay an additional fee for ad creation by AARCS:**

Monthly Tall Block Ad: \$55.00

Business Card Ad: \$45.00

**\*All graphic elements (such as logo) and content to complete the custom advertisement must be provided to [amber@aarcs.ca](mailto:amber@aarcs.ca) no later than August 15, 2018. A proof will be emailed to you before the ad is finalized.**