

TOUCAN RESCUE RANCH CORPORATE SPONSORSHIP PACKAGE



THE TOUCAN RESCUE RANCH

INFO@TOUCANRESCUERANCH.ORG | WWW.TOUCANRESCUERANCH.ORG

U.S. CHARITABLE NONPROFIT 80-0516453 | COSTA RICAN FOUNDATION 300667701803

Dear Potential Sponsor,

On behalf of the Toucan Rescue Ranch (TRR) we would like to invite you to help support our animal rescue efforts in Costa Rica. As a non-government funded charitable organization, we operate solely on the generosity of supporters. As a nonprofit and foundation, we must be creative in finding ways to fund our conservation efforts. In most cases, our work is supported by visitors touring our facility for educational tours, as well as, personal donations.

At the center we accept, evaluate and treat rescued and injured toucans, sloths, owls and other birds and animals in need. With the donated funds, we can ensure that the best care is given to the rescued wildlife of TRR.

We hope you find the enclosed Corporate Sponsorship Packet informative and encourages you to help TRR's mission. We appreciate your consideration and always remember, "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not." — Dr. Seuss, The Lorax

For tax purposes, we are a United States 501c3 nonprofit organization, EIN: 80-0516453 and a Costa Rican Foundation, CRF: 300667701803. We hope to have your organization as a future sponsor of our work.

With endless thanks,



Leslie Howle

Founder & Primary Caretaker

The Toucan Rescue Ranch

WHO WE ARE

THE TOUCAN RESCUE RANCH HISTORY

The Toucan Rescue Ranch was established in 2004 by Leslie Howle and Jorge Murillo as a rescue center for toucans and other birds. Nonetheless, the rescue center quickly expanded to owls and other wildlife. In 2007, a baby sloth, Millie, arrived and was solely in Leslie and Jorge's care. Millie is initially what transformed the Toucan Rescue Ranch into to a wildlife rescue. Leslie and Jorge work as a team alongside a small staff, caring for resident rescues and new arrivals. The Toucan Rescue Ranch is a dedicated rescue for Costa Rican wildlife. The organization continues to see opportunities for expansion and betterment. TRR is eager to continue to grow to save more wildlife and implement breeding programs for endangered birds native to Costa Rica's rainforests.

The Toucan Rescue Ranch is a licensed Costa Rican wildlife rescue facility. As well as a United States 501c3 nonprofit organization, EIN: 80-0516453 and a Costa Rican Foundation, CRF: 300667701803.

OUR MISSION

Toucan Rescue Ranch (TRR) focuses on the care, rehabilitation, and study of Costa Rican wildlife. We receive and care for confiscated, sick, and injured wildlife from government agencies. TRR gives the animals a loving home while providing appropriate medical treatment and rehabilitation to return them safely to the wild.

WHY WE NEED YOUR HELP

The Toucan Rescue Ranch runs purely off donation. We would not be able to do the work we do for the rescued wildlife of Costa Rica without the assistance of donors and supporters. The Ranch cares for roughly 200 animals. All varying in species, dietary demands and rehabilitation needs. The operating costs of the Ranch is roughly \$15,000 per month. This number varies. These costs consist of food, medical supplies, veterinarian services, small staff payroll, utilities and more. In sponsoring you can be assured that your dollars are helping keep the Ranch operating.

WAYS TO SPONSOR

By sponsoring the Toucan Rescue Ranch with a donation, you enable us to continue to provide quality care for rescued wildlife and provide education for professionals, tourists and the community. Your sponsorship will also help us fulfill our mission. In return, you will prominently be promoted throughout TRR's social media, website, facility and newsletter.

THERE ARE TWO WAYS YOU CAN SPONSOR TRR:

1. Provide an annual cash donation to help with ongoing costs of running the rescue center
2. Provide in-kind product, such as food, supplies, services, equipment or personnel.

BRAND EXPOSURE

As a corporate sponsor, we will match you up with the programs and events that provides the best demographic base for meeting your goals and objectives. Depending on the size and type of partnership, you may be promoted in the following ways:

- Represented in our Education Center
- Featured on newsletters to over 7,000 subscribers
- The Toucan Rescue Ranch website
- Social media channels – Facebook, Twitter, Instagram, Pinterest, LinkedIn & YouTube

SPONSOR BENEFITS

- Demonstrates a strong support for conservation, biodiversity and wildlife
- An easy and effective way to market your business
- Your exposure in front of thousands of potential customers/supporters
- Advertising expense tax write-off for your business

TRR'S TARGET AUDIENCE TO HELP YOU GROW

The Toucan Rescue Ranch attracts a large audience of people from all over the globe. We welcome both international and local visitors, understand and become a supporter of our efforts. By becoming a sponsor, you have the potential to influence our very passionate and large audience.

- Conservationists
- Ecotourists, Travelers
- American, European and Canadian Expats
- Married, middle income
- Popular generations: Baby Boomers & Millennials
- Large USA and Costa Rican demographic
- 25% attraction with ages 25 – 34 years of age
- 78% supporter female base, 21% supporter male base

SPONSORSHIP OPPORTUNITIES

OWL BADGE	SLOTH BADGE	TOUCAN BADGE
\$1,000 ANNUAL DONATION	\$5,000 ANNUAL DONATION	\$10,000 ANNUAL DONATION
		

OVERALL SPONSORSHIP BENEFITS

- Visible association with a representable and licensed rescue center in Costa Rica
- Commitment to economic and environmental prosperity for Costa Rica's wildlife
- Fostering a culture of philanthropy in conservation
- Enhancement of the reputation and philanthropic profile of your corporation
- Access to potential partners for your corporation
- An initiative to establish *Cause Marketing* within your company

SPECIAL NOTES FOR SPONSORS

The Toucan Rescue Ranch appreciates any support that your organization can offer. If the listed tier for sponsorship does not fit your company profile – please contact us for an in-kind sponsorship at info@toucanrescueranch.org.

BENEFITS (ANNUAL RENEWAL)	OWL BADGE	SLOTH BADGE	TOUCAN BADGE
	\$1,000	\$5,000	\$10,000
Website Sponsor page - Company info	x	x	x
Video/Sponsor newsletter thank you at end of calendar year	x	x	x
Website sponsor page – logo, link		x	x
Employee recognition tour (36 people maximum)		x	x
Employee volunteer activity			x
Posting in education center			x
Mention in monthly newsletter	x	x	x
Logo in monthly newsletter (ongoing)		x	x
Newsletter feature article and 6 other social media posts			x
Home page slider – photo from tour			x
Logo on calendar		x	x
Special T-shirt with Toucan Badge Sponsors			x

BOARD OF DIRECTORS

U.S. 501c3 Nonprofit Board Members

- Leslie Howle – Co-Founder and Owner of Toucan Rescue Ranch
- Cindy DiGesualdo – USDA Veterinarian
- Carol Friesen – Business Administrator of Toucan Rescue Ranch
- Richard Henderson – Attorney

- Jerry Jennings – Owner of Emerald Forest Bird Gardens
- Jorge Murillo – Co-Founder and Owner of Toucan Rescue Ranch
- Seymour Sohmer – Executive Director, Boyce Thompson Arboretum. Ph.D, FLS.
- Terrie Velasquez – Licensed Marriage and Family Therapist

Company Officers: Leslie Howle: Chair; Terrie Velasquez: Secretary; Vacant: Treasurer

Costa Rican Foundation Board Members

- Janet Sandi – Veterinarian & Manager of Toucan Rescue Ranch
- Leslie Howle – President Member
- Jorge Murillo – Co-Founder of Toucan Rescue Ranch
- Manuel Vega – Accountant
- Municipalidad – Andres Chaves

TOUCAN RESCUE RANCH CONDENSED MEDIA PACKET

RANCH HISTORY

The Toucan Rescue Ranch's (TRR) mission is to rescue, rehabilitate and release Costa Rican wildlife. TRR works with a model that focuses on conservation, education and research so a brighter tomorrow is promised to the incredible animals of Costa Rica's rainforests. The Toucan Rescue Ranch was founded in 2004 by Leslie Howle and Jorge Murillo as a rescue center that specialized in toucans. Nonetheless, the center quickly grew and started rescuing a wide range of birds and raptors. In 2007, a baby sloth named Millie arrived and was solely in Leslie and Jorge's care. Millie is initially what transformed the Toucan Rescue Ranch into a full wildlife rescue. Today, the Ranch rescues, rehabilitates and releases a wide range of wildlife from all over the country. TRR works alongside MINAE, the wildlife Costa Rican governing agency, on the rescue and release of all wildlife under the center's care. The Ranch operates thanks to a small staff, volunteers and interns who provide the utmost care for resident rescues, new arrivals and release candidates. They are a dedicated Costa Rican Foundation and U.S. nonprofit for Costa Rica conservation.

SOCIAL MEDIA:

FACEBOOK	@TOUCANRESCUE	PINTEREST	@TOUCANRESCUE
INSTAGRAM	@TOUCANRESCUERANCH	YOUTUBE	@SLOTHMOM
TWITTER	@TOUCANRESCUE	LINKEDIN	@TOUCANRESCUERANCH

MISSION STATEMENT:

Toucan Rescue Ranch (TRR) focuses on the care, rehabilitation, and study of Costa Rican wildlife. We receive and care for confiscated, sick, and injured wildlife from government agencies. TRR gives the animals a loving home while providing appropriate medical treatment and rehabilitation to return them safely to the wild.

MOTTO: RESCUE. REHABILITATE. LOVE. LIBERATE.

CROWDFUNDING PLATFORM: WWW.RAZOO.COM/STORY/TOUCAN-RESCUE-RANCH

WEBSITE: WWW.TOUCANRESCUERANCH.ORG

CORPORATE SPONSORSHIP AGREEMENT

BUSINESS INFORMATION

BUSINESS NAME: _____

ADDRESS: _____

EMAIL: _____

TELEPHONE: _____

FAX: _____

LEAD CONTACT PERSON: _____

SPONSORSHIP LEVELS



OWL BADGE \$1,000 ANNUAL DONATION _____



SLOTH BADGE \$5,000 ANNUAL DONATION _____



TOUCAN BADGE \$10,000 ANNUAL DONATION _____

PAYMENT INFORMATION

- _____ Check enclosed: Sent to Terrie Velasquez, Toucan Rescue Ranch, 8233
Eaglenest Road, Sparks, NV 89523, USA; Payable to Toucan Rescue Ranch
- _____ Direct Deposit Option – Email carol@toucanrescueranch.org for this option
- _____ PayPal Invoice Option – Email carol@toucanrescueranch.org for this option

SIGNATURE: _____

PLEASE SEND THE CORPORATE SPONSORSHIP AGREEMENT PAGE TO ZARA@TOUCANRESCUERANCH.ORG