



# Corporate Sponsorship Package

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AN ANNUAL PARTNERSHIP WITH TOUCAN RESCUE RANCH

TOUCAN RESCUE RANCH

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. TRR is a non-government funded charitable organization, it solely operates as the result of generous supporters. As a 501c3 Nonprofit and Costa Rican 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 walks, as well as, personal donations.

Our mission is to rescue, rehabilitate, and release Costa Rican wildlife. TRR works with a model that focuses on conservation, education, and research to ensure a brighter tomorrow for native wildlife. 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 inspires you to be a part of TRR's mission. We appreciate your consideration.

"Go into the world and do well. But more importantly, go into the world and do good." – Minor Myers

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,

A handwritten signature in black ink that reads "Leslie Howle". The signature is written in a cursive, flowing style.

Leslie Howle

Co-Founder

The Toucan Rescue Ranch

# WHAT IS TOUCAN RESCUE RANCH?

## THE TOUCAN RESCUE RANCH HISTORY

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The Toucan Rescue Ranch (TRR) was founded in 2004 by Leslie Howle and Jorge Murillo. The original intention of TRR was to rescue, rehabilitate, and release Costa Rican toucans. Ministry of Environment and Energy of Costa Rica (MINAEC) noticed the success TRR had with toucans and began bringing various bird species. In 2007, when a baby sloth given the name Millie arrived, TRR transitioned into a full-time, multi-species wildlife rescue facility that specialize in toucans, sloths, and owls. TRR receives, cares for, and releases a wide range of species.

## OUR MISSION

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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 to ensure a brighter tomorrow for native wildlife.

## WHY WE NEED YOUR HELP

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The Toucan Rescue Ranch is a nongovernment funded project that solely operates from donations. 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. TRR cares for roughly 500 animals annually. All varying in species, dietary demands and rehabilitation needs. The operating costs of TRR is over \$30,000/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 TRR 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. In return, you will prominently be promoted throughout TRR's social media, website, facility, and newsletter.

## THERE ARE TWO WAYS YOU CAN SPONSOR TRR:

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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, advertising, 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 10,000 subscribers
- The Toucan Rescue Ranch website
- Social media channels – Facebook, Twitter, Instagram, Pinterest, LinkedIn & YouTube
  - Over 50,000 audience reach with Instagram and Facebook

## TRR'S TARGET AUDIENCE AND SEGMENTS TO HELP YOU GROW

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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.

### *DEMOGRAPHIC SEGMENTATION:*

- Conservationists & Ecotourists
- American, European, and Canadian Expats
- Low to Middle Income
- Popular generations: 18 – 24 age & 25-34 age
- 78% supporter female base, 21% supporter male base via most social media
- 45% female and 54% male consumer base via website
- Interest Category: Sports, computers, cooking, tourist destinations, travel, conservation, animal welfare

### *GEOGRAPHIC SEGMENTATION:*

- 50% United States, 25% Costa Rica, 7% UK userbase
- Largely English based with 5% Spanish users

### *BEHAVIORAL SEGMENTATION:*

- Devoted followers with great brand loyalty on social media
- 82% new visitor acquisition & 17% returning visitor userbase

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

### THE POWER OF CAUSE MARKETING FOR GOOD

Today, we live in a world where the consumer has access to endless information before purchasing, donating, or choosing brand loyalty. Unlike traditional and typical advertising, powerful brands are now making the transition to unconventional and conscious based marketing initiatives.

Through powerful tools such as social media, events, crowdfunding, and awareness campaigns – consumers are looking for brands that are going beyond meeting the bottom-line. According to the Huffington Post, "... 47% of consumers have bought a brand at least monthly that supports a cause, and over the years, consumers have taken increased action on behalf of brands that are tied to a cause." (Huffpost.com, 2017)

Cause marketing is a win-win allowing the company to support a good cause, as well as, the consumer.

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 [socialmedia@toucanrescueranch.org](mailto:socialmedia@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
Company volunteer activity			x
Posting in TRR Education Center			x
Mention in monthly newsletter	x	x	x
Logo in monthly newsletter (ongoing)		x	x
Blog feature article and 6 social media posts			x
Home page slider feature (rotated)			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**

**SOCIAL MEDIA:**

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

**MOTTO:** RESCUE. REHABILITATE. LOVE. LIBERATE.

**CROWDFUNDING PLATFORM:** [WWW.MIGHTYCAUSE.COM/STORY/TOUCAN-RESCUE-RANCH](http://WWW.MIGHTYCAUSE.COM/STORY/TOUCAN-RESCUE-RANCH)

**WEBSITE:** [WWW.TOUCANRESCUERANCH.ORG](http://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](mailto:carol@toucanrescueranch.org) for this option
- \_\_\_\_\_ PayPal Invoice Option – Email [carol@toucanrescueranch.org](mailto:carol@toucanrescueranch.org) for this option

SIGNATURE: \_\_\_\_\_

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