



# Sponsorship Information Package

## Who We Are




Wellness Wags Assistance Dogs is a nonprofit organization dedicated to improving the lives of Nova Scotians with disabilities by providing them with highly trained service dogs—**free of charge to all accepted applicants**. Our purpose-bred service dogs are specially trained to assist individuals with daily tasks, offer emotional support, and significantly enhance their quality of life. At Wellness Wags, we are dedicated to fostering independence, cultivating confidence, and enhancing the overall well-being of Nova Scotians with disabilities. Through the transformative companionship and assistance our highly trained service dogs provide, we are building a more inclusive and compassionate community. **While it costs \$40,000 to raise, train and place each service dog**, our unwavering mission is to ensure **they are provided at no cost** to the individuals whose lives they transform. Most individuals could not afford to purchase a service dog, and would be forced to go without the life-changing support and independence that these dogs provide. We cannot continue to provide these life-changing services without the generous support of donors and sponsors like you. Your sponsorship helps us ensure that every accepted applicant who needs an assistance dog has access to one, regardless of financial circumstances.

## Why Sponsor Us?

Partnering with Wellness Wags allows your organization to make a direct and meaningful impact on the lives of individuals with disabilities, their families, and their communities in Nova Scotia. By donating to our program, or sponsoring one of our dogs, you are playing a huge part in ensuring that people who require a service dog to live their life to the fullest, has access to one. Your support helps us provide free assistance dogs to those in need, while simultaneously supporting a more inclusive and understanding community. We offer a range of sponsorship levels to suit every level of support, each providing a unique opportunity to create meaningful impact and receive recognition for your generosity.

Our service dogs are trained using only the highest standards of ethical practices and positive reinforcement techniques. We are committed to the ongoing education of our trainers and clients to ensure every dog is equipped to succeed. Our training program reflects our commitment to humane methods, and we are continuously improving by attending conferences, seminars, and workshops to stay current with the latest training science.

Your generosity directly impacts our ability to acquire the right dogs for the job, provide them with top-quality training, and cover their care costs, such as veterinary care, food, and gear. Each donation ensures that our volunteers and clients have access to the education and training supports they need for the long-term success of both dogs and handlers. Every donation helps us continue to offer these life-changing dogs free of charge to those in need.

-  [www.wellnesswags.ca](http://www.wellnesswags.ca)
-  902-903-3700
-  [info@wellnesswags.ca](mailto:info@wellnesswags.ca)
-  Mount Uniacke, Nova Scotia , B0N 1Z0, Canada



Scan me to learn more!

## Sponsorship Opportunities

### Puppy Sponsor – \$5,000

Sponsor one of our puppies and help cover the costs associated with their training, veterinary care, and socialization during their journey to becoming a service dog.

#### What You Receive:

- Regular updates and photos of your sponsored puppy.
- Recognition on our website and social media.
- Invitations to our service dog graduation ceremony to see your puppy "graduate".

### Name a Puppy – \$10,000

Name one of our future assistance dogs and follow their incredible journey from puppyhood to becoming a life-changing companion for a Nova Scotian in need. Your sponsorship helps us provide these dogs free of charge to those who need them most.

#### What You Receive:

- The unique honour of naming one of our puppies. Name it after your business, your family, your mascot, an important person in your organization or industry, or hold a competition for your team to decide on what to name the puppy.
- Regular updates with heartwarming photos and stories as your sponsored puppy grows and progresses in its training.
- A personalized meet-and-greet with your sponsored puppy, with photo opportunities.
- Recognition of your company's support on our website and social media.  
An invitation to the dog's graduation ceremony to meet the person your sponsored dog will assist.

### Harness Sponsor – \$20,000

As a Harness Sponsor, your significant contribution to our mission will be highlighted on the harnesses worn by our service dogs in training while they are out in the community on a daily basis. These future superheroes act as your "fluffy billboards", proudly showcasing your brand as they prepare to make life-changing impacts.

#### What You Receive:

- Your company's logo displayed on the harnesses of our service dogs in training.
  - Regular updates on the training and progress of the dogs.
  - Public exposure for your brand as our service dogs interact with the community.
  - Recognition on our website, social media, and event materials.
  - Invitations to key events and opportunities to meet the service dogs in training.
- Platinum Harness Sponsorship:** Available for \$50,000, guaranteeing your logo on all sizes of our service dog in training harnesses or ensuring yours is the only logo displayed on one size of our harnesses.

## Litter Sponsor – \$25,000

Sponsor an entire litter of future assistance dogs and witness their development from birth to the point they begin their specialized training. This opportunity supports the growth and training of multiple dogs that will be provided free of charge to qualified applicants.

### What You Receive:

- Naming of up to 3 puppies in the litter.
- Invitations to puppy socialization days and photo-ops with the puppies.
- VIP access to our “puppy cam” for behind the scenes footage of their first 8 weeks of life.
- Exclusive behind-the-scenes updates on the training and development of the entire litter.
- Prominent recognition of your support on our whelping box, website, social media, and event materials.

## Event Sponsorship Opportunities

Event sponsors are crucial to helping us host memorable events that raise awareness and support for Wellness Wags. As an event sponsor, you’ll receive extensive brand exposure during the event and across our social media platforms, helping amplify your support for a compassionate cause.

### What You Receive:

- Recognition as a key sponsor in event-related materials, including signage.
- Brand visibility on social media posts promoting the event.
- Opportunity for a representative to speak or participate in a branded activity at the event or
- have a Booth or display space at the event (if applicable).
- Logo placement on the event webpage, program, and marketing materials.
- Media opportunities and public relations exposure related to the event.
- Invitations to event activities, including meet-and-greet opportunities with our service dogs.

## Corporate Sponsorship Benefits

- **Community Engagement:** Inspire employees, clients, and stakeholders by aligning your brand with a cause that champions inclusivity and compassion.
- **Brand Exposure:** Your brand will be showcased across our events, social media, and website, connecting your company with a transformative mission.
- **Exclusive Experiences:** Enjoy custom-tailored experiences such as office visits from our puppies in training for stress relief and team-building days.
- **Media and PR Opportunities:** Share your company’s impact with the world through media and PR events that spotlight your support.

## Monetary Donations

We are grateful for donations of any amount, as we understand that larger corporate sponsorships may not be attainable for all parties. We are appreciative of donations of any size, as every dollar has a significant impact on our mission. Donations can be made on our website at [wellnesswags.ca/donate](https://wellnesswags.ca/donate)

Amount	Impact of Your Donation
\$10	Provides a supply of high-quality training treats, essential for motivating and rewarding our service dogs as they master new skills.
\$25	Equips our dogs with vital grooming supplies like brushes, ear cleaner, and nail clippers, ensuring they stay clean, comfortable, and ready for training.
\$50	Fuels our mission by covering the cost of gas for our trainers to reach various communities and deliver crucial support and training to our clients and puppy raisers.
\$100	Supplies a full bag of nutritious dog food for a puppy in training, helping them grow strong and healthy as they prepare for their important role.
\$150	Provides a safe and cozy crate for a puppy raiser, giving our dogs a secure place to rest and feel at home during their training journey.
\$250	Ensures our puppies have the right training harnesses in all sizes, vital for their development and for learning to navigate public spaces confidently.
\$500	Supports comprehensive veterinary care, including wellness exams and vaccinations, to keep our service dogs in top health and ready for their future roles.
\$1,000	Covers critical expenses such as emergency medical care or essential spay/neuter procedures, ensuring our dogs are fully prepared for their future with a handler.

## Donations Over \$1,000

Donations over \$1,000 make a significant difference in our ability to provide assistance dogs free of charge. We offer these perks to recognize your generosity:

### What You Receive:

- Personalized thank-you note and a photo of one of the puppies in training.
- Recognition on our website as a supporter.
- Invitations to an event or puppy class to be able to see some of our service dogs in training in action.

## Non -Monetary Donations

**In-Kind Donations:** Your generous in-kind donations can significantly support our mission. By providing essential items such as dog food, training treats, toys, veterinary supplies, dog beds, or crates, you directly contribute to the well-being and success of our service dogs. Additionally, office resources like IT equipment (computers, tablets, printers), mobility aids, ID card printers, gas gift cards, and everyday supplies (paper, pens, binders) help us reduce overhead costs and keep our operations running smoothly. For those who would like to donate a dog to our mission, you can find additional information on our requirements for health and behaviour at [wellnesswags.ca/donate](https://wellnesswags.ca/donate)

**Sharing Your Resources:** Leverage your resources to support our mission. Consider sharing access to your services, facilities, vehicles, or staffing resources. If you have access to valuable subscriptions or equipment, such as ID card printers, printing services, projectors, or facilities that can be used for puppy classes, team training events, or graduations, your contribution can greatly enhance our capabilities and help us deliver even more impactful programs.

**Volunteering Opportunities:** Get involved by encouraging your team members or employees to volunteer with us! Whether it's assisting at events, helping with dog training, or providing administrative support, your time and skills can make a real difference. Volunteering with Wellness Wags is a rewarding way to engage with our mission and see firsthand the impact of your support.

**Connecting Us with Potential Partners:** Your network can be a powerful resource. If you know other businesses or organizations that might be interested in supporting our cause, we would love to be introduced. Financial support or donated services from new partners will enhance our operations and expand our reach, helping us provide even more life-changing assistance dogs.

**Raising Awareness:** Help us spread the word about our mission, and partner with us to raise awareness through your networks, events, or social media platforms. Your support in amplifying our message can lead to increased recognition and support, driving positive change in our community.

## Join Us in Transforming Lives

Imagine a world where each wagging tail represents a thriving and genuine human-canine connection that is increasing independence and accessibility to the community. Your donation will enable us to continue providing assistance dogs **free of charge** to those who need them most. Together, we can create a legacy of compassion and empowerment, one dog at a time. We cannot do this without the support of donors and sponsors.

Our executive Director, Sydney Bolak, is reachable at [sydney@wellnesswags.ca](mailto:sydney@wellnesswags.ca) or at 902-903-3700 and is excited to discuss tailored sponsorship options with you!

Thank you in advance for your generosity and support.