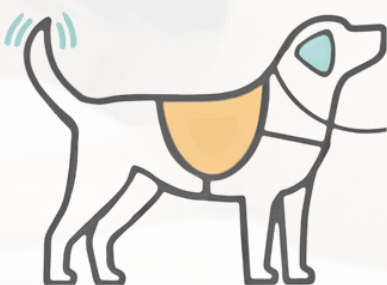


WELLNESS WAGS ASSISTANCE DOGS

# SPONSORSHIP INFORMATION PACKAGE

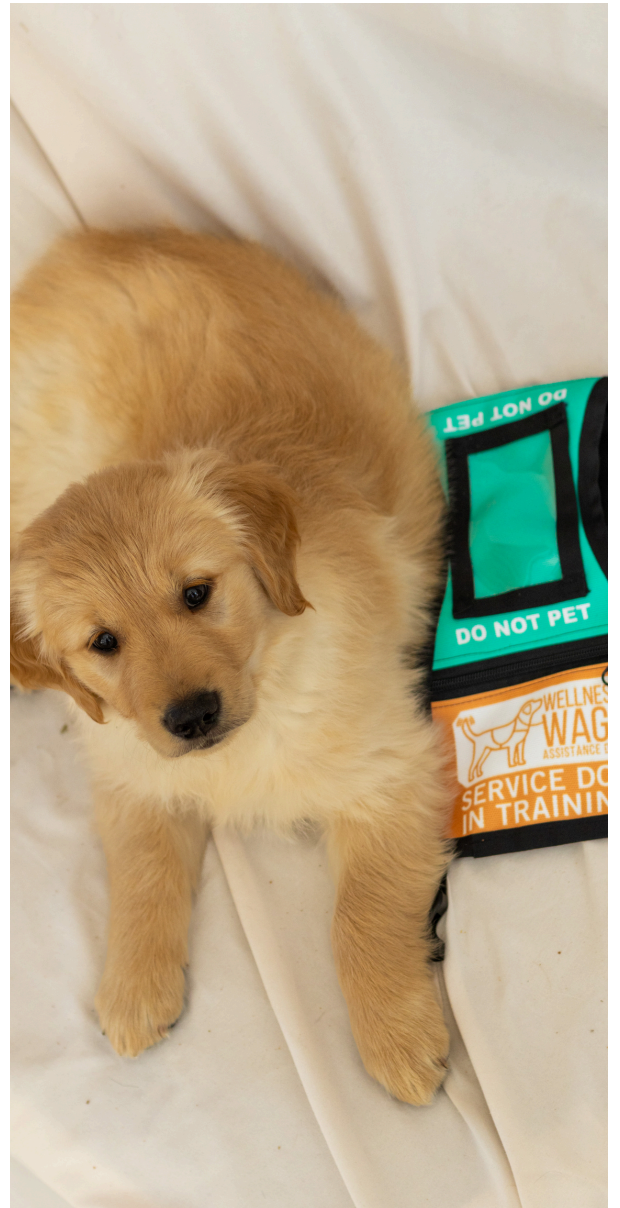
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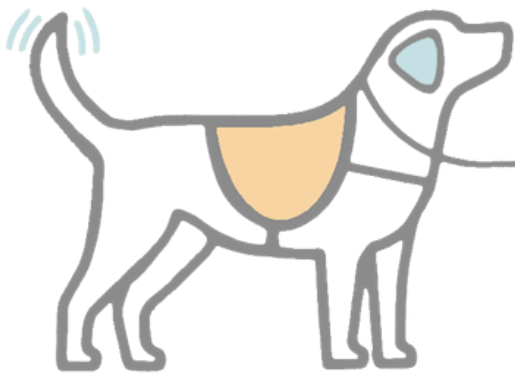


WELLNESS  
**WAGS**  
ASSISTANCE DOGS

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# WELLNESS WAGS ASSISTANCE DOGS

## About Wellness Wags

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, provide increased safety, 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.

We support each of our service dogs from birth through retirement. It costs roughly **\$40,000 to breed, raise, train, place, and support each service dog** through this roughly 10-year journey, and our unwavering mission is to ensure these life-changing partners are provided at no cost to the individuals whose lives they transform. Despite the rising costs of veterinary care, gas, and even dog food, we remain committed to ensuring our clients receive these incredible companions free of charge. Most individuals who receive our service dogs 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 a Service Dog?

Imagine a world where each wagging tail represents a thriving and genuine human-canine connection that is increasing independence and accessibility to the community. 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, pivotal for the long-term success of each dog we place. Every donation helps us continue to offer these life-changing dogs free of charge to those in need.

## Sponsorship Benefits

**Community Engagement:** Inspire employees, clients, and stakeholders by aligning your brand with a cause that champions inclusivity and compassion.

**Exclusive Employee Experiences:** Book a visit with our puppies for your employee wellbeing or appreciation events! Utilizing your employee wellness budget on a puppy visit can simultaneously boost morale, reduce stress, bring joy to your workplace, and support our life-changing programs.

**Brand Exposure:** Your brand will be showcased across our events, social media, and website, connecting your company with a transformative mission.

**Media and PR Opportunities:** Share your company's impact with the world through media and PR events that spotlight your support.



## Sponsorship Options

Partnering with Wellness Wags means more than sponsorship, it's an opportunity to make a lasting impact in your community. Your support helps raise, train, and place life-changing assistance dogs with individuals and organizations who need them most. Explore the opportunities below to find a partnership that aligns with your values, goals, and desired level of involvement.



### Puppy Wellness Visit - \$2,000

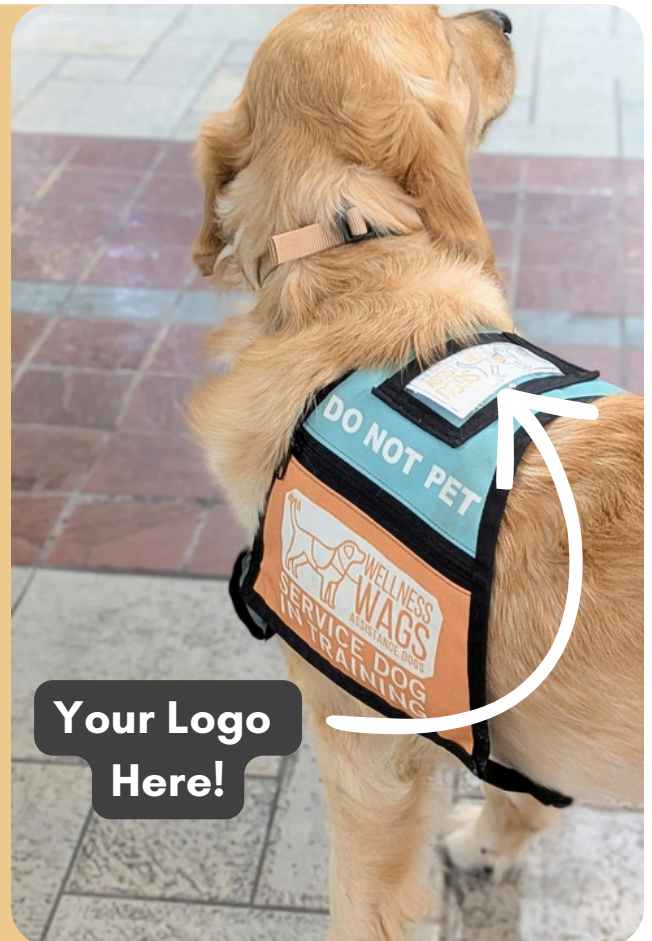
Bring some puppy joy to your workplace while supporting future assistance dogs! This sponsorship tier includes a Wellness Wags puppy wellness visit to your office or workplace, giving staff the opportunity to meet future assistance dogs learn about our program, and enjoy a morale-boosting puppy break, all while directly supporting our mission of providing assistance dogs to Nova Scotians with disabilities.

### Vest Sponsor - \$3,000

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

#### What You Receive:

- Your company's name or logo displayed on the vest of on one of our service dogs in training.
- Public exposure for your brand as our service dogs interact with the community daily with our Puppy Raisers.
- Recognition on our website and social media.
- Marketing materials featuring our puppy wearing your logo, including photos and videos, for use on your platforms.
- Opportunity for a puppy wellness visit to your office (if applicable; NS-only)



## Puppy Sponsor – \$5,000

As a Puppy Sponsor, you'll play a vital role in a future service dog's journey by supporting their training, veterinary care, and socialization. Your sponsorship supports the puppy of your choice, and provides valuable resources to help them grow into a life-changing companion while giving your brand meaningful visibility.

### What You Receive:

- Opportunity to name your sponsored puppy within litter's assigned letter or theme. 2026's Letters are E, F and G!
- Your company's name or logo displayed on the vest of your chosen service dog in training.
- Public exposure for your brand as our service dogs interact with the community.
- Recognition on our website, social media, and event materials.
- Marketing materials featuring our puppy wearing your logo, including photos and videos, for use on your platforms.
- Regular updates and photos of your sponsored puppy throughout the puppy raising phase.
- A puppy visit to your office, for employee appreciation or wellness events. (NS Only)
- Invitation to our service dog graduation ceremony to see your puppy graduate.



## Naming Sponsor – \$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 any name, any letter of your choosing. 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.
- Your company's name or logo displayed on the vest of on your named service dog in training.
- Public exposure for your brand as our service dogs interact with the community.
- Recognition on our website, social media, and event materials.
- Marketing materials featuring our puppy wearing your logo, including photos and videos, for use on your platforms.
- A personalized meet-and-greet with your sponsored puppy, with photo opportunities. (NS Only, otherwise Virtual)
- A puppy visit to your office, for employee appreciation or wellness events. (NS Only)
- An invitation to the dog's graduation ceremony to meet the person your sponsored dog will assist.
- Recognition at the dog's graduation ceremony to speak about your name choice and the meaning behind it.

## Litter Sponsor – \$25,000

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

### What You Receive:

- Name up to 3 puppies in the litter, with any names of your choice, and any letters of your choosing!
- Invitations to a puppy socialization day (before they head off to their puppy raisers!) to soak in puppy breath 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.
- Your company’s name or logo displayed on the vest of your named service dogs in training
- Public exposure for your brand as your sponsored service dogs interact with the community.
- Marketing materials featuring our puppies wearing your logo, including photos and videos, for use on your platforms.
- A personalized meet-and-greet with your sponsored puppy, with photo opportunities. (NS Only, otherwise Virtual)
- A puppy visit to your office, for employee appreciation or wellness events. (NS Only)
- An invitation to the dog’s graduation ceremony to meet the people your sponsored dogs will assist.
- Recognition at the dog’s graduation ceremony to speak about your name choices and the meaning behind them.



## 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.

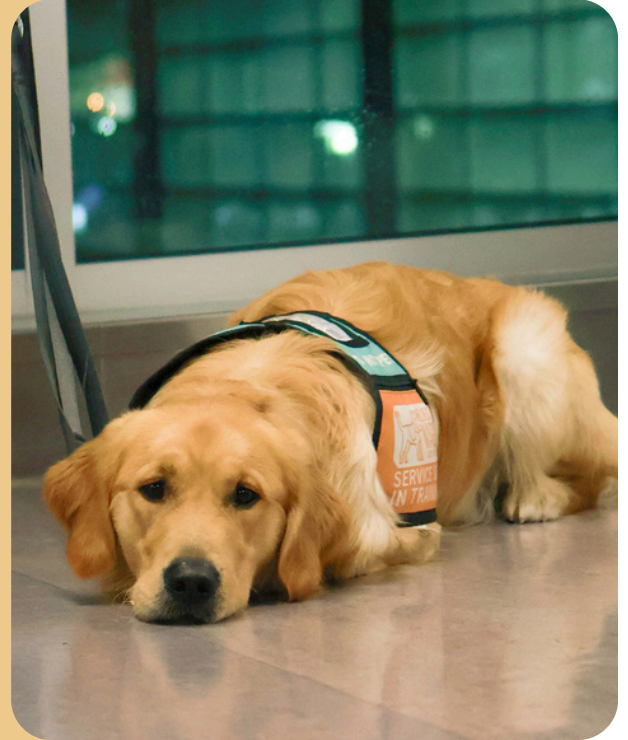
### What You Receive:

- 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

## Custom Sponsorship Opportunities

Looking for something a little different? We would love to create a sponsorship package that fits your goals, budget, team, and community impact priorities.

- Flexible giving levels and recognition opportunities
- Options for monetary, in-kind, or mixed sponsorship support
- Employee engagement and workplace wellbeing puppy visit possibilities
- Custom branding, storytelling, and campaign visibility
- Partnerships aligned with your CSR, wellness, or community goals
- Direct collaboration with our team to design the right fit



## 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)

- \$10** Provides a supply of high-quality training treats, essential for motivating and rewarding a service dog in training for one month.
- \$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 an in-training vest in each size for their entire puppy raising journey, vital for learning how to navigate public spaces confidently.
- \$500** Supports comprehensive veterinary care, including wellness exams, vaccinations, and health screening, to keep our service dogs in top health for their future roles.
- \$1,000** Covers critical expenses such as emergency medical care or essential spay/ neuter procedures, ensuring our dogs are fully cared for before they are ready to graduate with their future partner.

## 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 high quality 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-a-dog/](https://wellnesswags.ca/donate-a-dog/)

**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, 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.



## SPONSORSHIPS

902-903-3700  
info@wellnesswags.ca  
wellnesswags.ca  
Mount Uniacke, NS



## Get Started!

### Join Us in Transforming Lives

Your sponsorship will enable us to continue providing highly trained assistance dogs free of charge to those who need them most. Together, we can create a lasting legacy of compassion, independence, and empowerment – one dog, one partnership, and one life changed at a time. Every sponsorship helps open doors for individuals living with disabilities while ensuring our dogs receive the care, training, and support they need to succeed. We cannot do this without the generosity and belief of our donors, sponsors, and community supporters.



To inquire, please visit  
[wellnesswags.ca/sponsorships-supporters](https://wellnesswags.ca/sponsorships-supporters)

