FAUNA CONNECTIONS
RESEARCH SYMPOSIUM

Sponsorship Opportunities
Faunalytics is hosting its second annual remote symposium, Fauna Connections, on September 14, 2023. Academics and scientists from the social and behavioral sciences and related disciplines will present original research that discusses the real-life implications and recommendations for animal advocates in key areas such as farmed animals, companion animals, wild animals, and more.

ABOUT FAUNALYTICS

Faunalytics is a 501(c)(3) organization founded in 2000 that empowers animal advocates with access to research, data, strategies, and messages that increase their effectiveness to reduce animal suffering. We work behind the scenes to generate scalable, positive impact by identifying and sharing the most effective ways to help animals. We have three main program areas: our original research, our research library, and our direct support of animal protection organizations.

We are named a “Top Charity” by Animal Charity Evaluators!
Faunalytics’ audience includes animal protection organizations; grassroots and independent advocates; restaurant and business owners who want to make more humane decisions; students and academics; humane educators; legislators and lawmakers; journalists and reporters who want to source reliable data; and any other individual or group who advocates for animal protection.

### WEBSITE

- 400,000+ visitors annually
- female: 60.7%
- male: 29.3%
- 18-24: 39.6%
- 25-34: 23.6%
- 35-44: 13.9%
- USA: 58%
- United Kingdom: 5%
- Canada: 4%

### SOCIAL MEDIA

- 44,000+ followers combined
- Facebook: 33,090
- Twitter: 5,194
- Instagram: 3,407
- LinkedIn: 2,155

### NEWSLETTER

- 5,000+ subscribers
- Faunalytics’ newsletter open rate is 40.8%, over 14% higher than the nonprofit average. Our click-through rate is also above average at 4.4% (compared to 2.7%).
WHY SPONSOR?

Faunalytics’ history shows a dedication to our mission to make advocates more powerful in creating change for animals, and we have a strong track record of helping the animal protection movement.

Faunalytics’ 2022 Community Survey (our annual survey of feedback from our advocate community), showed that 97% of our audience agrees that our work is high-quality, and 82% thought our work was either “extremely” or “very” valuable to animal advocacy. We also found that 79% agreed that Faunalytics’ work has helped guide their advocacy decisions.

Fauna Connections 2022 welcomed over 760 attendees from 42 countries. Presentations were recorded and uploaded to Faunalytics’ YouTube channel where we have received over 400 views. In 2023 we anticipate welcoming over 1,000 advocates.

Sponsoring this event will allow you to grow your audience and engage with invested advocates; gain international exposure through sponsorship visibility; and align with a 501(c)(3) organization and demonstrate your commitment to improving animal protection.

TESTIMONIALS

Faunalytics plays a unique and immensely important role within the animal protection movement. To maximize effectiveness with limited resources, organizations need information and data to make decisions about the best strategies for helping animals. That’s why we have been a proud supporter for more than 12 years.

Stephen Wells, Animal Legal Defense Fund

I support Faunalytics because their research guides the decisions made by leaders at the top organizations working to help animals, and can amplify the effectiveness of those organizations. Every dollar they get has an exponential effect in terms of how many animals can be positively impacted.

David Meyer, Food Systems Innovations

Faunalytics is one of those organizations that I look at with absolute awe. The services they provide to the animal protection community are unique and necessary.

Jasmin Singer, Host of Our Hen House and author of Always Too Much and Never Enough
## SPONSORSHIP TIERS

### Event Promotion & Lead Up

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<td>Logo in collective Sponsor Thank You post(s) on social media</td>
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### Event Day Brand Recognition

30-second video spot during the event *video approval required

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<td>Logo to appear on break slides throughout the event</td>
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### Post Event Opportunities

First right of refusal for repeat events

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<td>Name recognition on YouTube event video descriptions</td>
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<td>Opportunity to write a guest blog for Faunalytics *topic must be animal related and approved in advance</td>
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<td>Logo in September newsletter</td>
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SPONSORSHIP AGREEMENT FORM

Sponsorship Level:
☐ $5000  ☐ $2500  ☐ $1000  ☐ $500

Payment:  ☐ Credit Card
https://faunalytics.org/donate/

☐ Check
Please send this form along with a check to mailing address:
Faunalytics
Post Office Box 152703
San Diego, CA 92195

I am / we are unable to be a sponsor this year. Enclosed is our donation of $________ to help further Faunalytics' mission.

Contact Information:

First & Last Name: ____________________________  Company Name: ____________________________

Email: ____________________________  Phone Number: ____________________________

Mailing Address: ________________________________________________________________

_____________________________________________________________________________

Website: ____________________________

Facebook: ____________________________  Instagram: ____________________________

Twitter: ____________________________  LinkedIn: ____________________________

Thank you for considering our sponsorship packet. To confirm your interest in sponsoring Fauna Connections simply complete the above form and send via email. I am excited to work with you in creating a memorable event and hope to hear from you soon!

Liz Wheeler
Philanthropy Officer
liz@faunalytics.org
faunalytics.org