



June 2022

Hello!

Portland, Oregon, is the Catio Capital! The Catio Tour, founded here in 2013, is the driving force behind the rapid growth in catios (cat enclosures) in our metro region. You can be part of this popular trend.

The 10th Annual Catio Tour will be on September 10, 2022, and we invite you to sponsor this premier community event. **As a sponsor, you will reach cat-loving people looking for products and services like yours.** We offer several exciting opportunities on the following sheet. Now is the perfect time for you to grow awareness of your business with this targeted audience.

But wait...what is this tour all about? This year the Catio Tour will have both in-person and online options to reach the widest audience possible. The goal of the tour is to inspire people to build a catio to keep their cats and wildlife safe. And the tours are working!

How do we know this event is inspiring people to build catios?

- We know of more than 880 catios in the metro area alone!
- Combined, 9,900 people have attended the tours.
- Feedback shows that 73% who attend are interested in building a catio.
- There were more than 10,000 views of the Catio Tour event web page last year (where people will see *your* logo!).

The Catio Tour is hosted by Portland Audubon and the Feral Cat Coalition of Oregon (FCCO) as part of the *Cats Safe at Home*™ campaign. Both highly respected organizations believe every cat deserves a safe home where they are loved, cared for, and kept free from hazards, and wildlife is protected. As a sponsor, you join this important collaboration.

By supporting the Catio Tour, you'll gain considerable exposure among an engaged group of cat and bird lovers, most of whom are planning to build a catio of their own. Please reach out if you have any questions. We hope we can count on your support.

Sincerely,

Karen Kraus

FCCO Executive Director

Founding partner of *Cats Safe at Home*™

503-767-2606 x105

catio@feralcats.com

CatsSafeatHome.org

SPONSORSHIP LEVELS



	In-Person Event	Guidebook for All Attendees		CSAH Website		Media + Outreach				
		On-Site Marketing	Tickets to Catio Tour	Advertising Space	Logo on Sponsor Page	Logo + Link on Catio Pages and Resource Page	Catio Videos	Emails + Enews	Facebook	Name on Media Release
CATIO CHAMPION \$5,000	Logo On Sponsor Board + Promo Materials	10 In-Person + Video Tour Link	Full Page Ad 8x10"	✓	✓	Logo Placement During Credits of All 2022 Catio Videos	Logo	Tagged in 4 Posts	✓ + Name Mentioned During Promos	Logo
WHISKERS + WINGS \$2,500	Logo On Sponsor Board + Promo Materials	8 In-Person + Video Tour Link	Full Page Ad 8x10"	✓	✓	Logo Placement During Credits of All 2022 Catio Videos	Logo	Tagged in 2 Posts	✓ + Name Mentioned During Promos	
PURRFECT PARTNER \$1,000	Logo On Sponsor Board + Business Cards	5 In-Person + Video Tour Link	Half Page Ad 4x10"	✓	✓	Your Video (up to 3 minutes) On Catio Construction Resource Webpage for 1 Month	Logo	Tagged in 1 Post	✓	
FEATHERED FRIENDS \$500	Sponsor Board	2 In-Person	Quarter Page Ad	✓	✓		Name	Minimum 1 Sponsors Post		
NINE LIVES \$250		1 In-Person			✓		Name	Minimum 1 Sponsors Post		

CSAH Website Partner

Logo + Link on Resource Page

\$200

To receive the best benefits, please respond by July 31, 2022

2022 Catio Tour Sponsorship Confirmation

- Catio Champion** - \$5,000
- Whiskers & Wings** - \$2,500
- Purrfect Partner** - \$1,000
- Feathered Friends** - \$500
- Nine Lives** - \$250
- CSAH Website Partner** - \$200

To receive the best benefits, please respond by July 31, 2022

Mail in the form below or sign up online at
CatsSafeatHome.org/sponsor

- In lieu of sponsorship, we'd to make a tax-deductible donation in the amount of \$ _____
- We will donate In-Kind goods or services. Value: \$ _____
Description: _____
For all In-kind donations, FCCO will send a Donation Form.

Company Name: _____

Name for Listing (if different from above): _____

Contact Name: _____ Contact Phone: _____

Address: _____

Email Address: _____

If paying by check, please make payable to: Feral Cat Coalition of Oregon

Please mail the completed form to:

Feral Cat Coalition of Oregon (FCCO), 4522 S Water Ave, Portland, OR 97239

Once signed and dated, this form serves as your receipt. Please retain a copy.

The Feral Cat Coalition of Oregon (FCCO) is the fiduciary partner for the Cats Safe at Home™ partnership.

Donations made to the Feral Cat Coalition of Oregon are tax-deductible within the limits of the law.

The FCCO Federal Tax ID # is 93-1168181

Thank you for your support!



Catio Tour Reach

	In-Person Event Tickets	Online Video Tour Tickets	Web Page Views	Facebook Event Page Reach
Catio Tour 2021	736	512	10,252	16,128

Media Reach

	Social Media			Printed Newsletter	e-News
	Facebook	Instagram	Twitter		
FCCO	14,766 Followers	3,022 Followers	2,082 Followers	Street Tails: 3,000 recipients	WebTails: 3,500 recipients
Portland Audubon	110,114 Followers	26,800 Followers	8,090 Followers	Warbler: 12,000 recipients	BirdWord: 11,000 recipients
CSAH	2,823 Followers				
Total	127,703 Followers	29,822 Followers	10,172 Followers	15,000 recipients	14,500 recipients

Cats Safe at Home™ (CSAH) is the outreach and education campaign behind the Catio Tour and the partnership between the Feral Cat Coalition of Oregon, Portland Audubon, and Multnomah and Washington County Animal Services. The CatsSafeatHome.org website hosts the Catio Tour information and more. The website and the CSAH Facebook page are visited and followed by cat and wildlife lovers from across the country, with 13,761 webpage views on Catio Info and Construction Resources in the past year.



FERAL CAT COALITION OF OREGON
PORTLAND AUDUBON

The 10th Annual Catio Tour
hosted by:



880 Carios and Counting!

The map below points to the carios in the Portland metro area – that we know about!

