

Attachment No. 1 to the Contract
about sponsorship

From " ____ " _____ 2017

International Project to Help Homeless Animals in Shelters around the World AnimalsLife.NET

Affiliate offer.

Dear gentlemen/ladies.

Charitable non-profit organization **Animal Welfare Union** invites you to consider the possibility of cooperating with our project as a sponsor.

We are pleased to offer you the most suitable forms of cooperation, as well as options for standard or individual sponsorship packages closest to your interests, current goals and development strategy.

Organizer and owner of the project:

Charitable non-profit organization Animal Welfare Union. Registration number: 40008259886

Operator of the project:

SIA AL.Net. Registration number: 40203042812

The project's methods of work:

- formation and support of the Internet portal <http://animalslife.net> ;
- purchase and installation of video cameras for live broadcast at our own expense;
- ensuring uninterrupted 24-hour broadcast from each shelter;
- development and support of financial instruments for collecting targeted donations;
- collection of donations for specific shelters;
- delivery of feed and donations to shelters;
- providing financial and other assistance to shelters.

Basic parameters of the project:

- Work period: about 2 years
- Number of countries: 30
- Number of shelters: 62
- Number of installed cameras in shelters: 64.

Assistance to shelters

- Number of donations: more than 100 per month.
- The amount of donations: more than 3,500 EUR per month.

Key financial indicators

- Total investment in the project: more than 250,000 EUR.
- Monthly expenses: more than 10,000 EUR.

Audience of the project:

- The international audience of the portal <http://animalslife.net> : more than 1,000,000 views per month.
- The international audience in social networks: total coverage of over 800,000 per month on more than 50 own and partner channels.

"I approve"
Board Member of the Association of
Animal Welfare Union. S.Grinberg
September 1, 2017

Regulation of Sponsorship

Basic principles:

1. A sponsor of the AnimalsLife project can be any registered individual or legal entity that carries out any kind of commercial or charitable activity in accordance with the laws of the country of its location and international law and supports the project in one of the ways specified in paragraph 2 of this Regulation.
2. In the context of this Regulation, sponsorship is understood in the following way:
 - gratuitous transfer of funds to **Animal Welfare Union** to be further transferred to the account of **Animal Welfare Union**;
 - gratuitous provision of material values and services required for the development of the project both directly to the **Animal Welfare Union** and directly to animal shelters participating in the project;
 - providing information support on the Internet or any other media;
 - any other assistance to the project on the basis of mutual agreement.
3. **Animal Welfare Union's** obligations to sponsors and advertisers to notify the public about their charitable activities aimed at helping homeless animals are regulated by the "**Options**" section.
4. **Sponsorship packages** and the **options** included in them are formed depending on the form and size of the sponsorship provided and the amount of advertising posted on the portal <http://animalslife.net> in accordance with the categories listed below.

Terminology:

1. **Patron:** is a legal entity or an individual, who provides project's successful work for the next 2 years. **Number of packages: 1.**
2. **A general sponsor** is a legal entity or an individual who has supported the implementation of all activities of the project. **Number of packages: 3.**
3. **A sponsor** is a legal entity or an individual who has supported the project in any of the ways specified in paragraph 2 of this Regulation.
4. **A regional sponsor** is a legal entity or an individual who has supported the implementation of all activities of the project in the region (country) defined by the sponsorship agreement. **Number of packages: by number of countries, project participants.**
5. **A sponsor of a shelter** is a legal entity or an individual who provides any form of assistance to a particular shelter. **Number of packages: by the number of shelters participating in the project.**
6. **A general sponsor of an event** is a legal entity or an individual who has provided full assistance in financing specific actions and events. **Number of packages: by the number of events held.**
7. **A sponsor of an event** is a legal entity or an individual who has partially assisted in financing specific activities and events. **Number of packages: unlimited.**
8. **An official partner** is a legal entity or an individual who supplies goods or services that are necessary for the project or specific shelters at preferential prices. **Number of packages: unlimited.**
9. **An information sponsor** is a legal entity or an individual who has helped widely disseminate information about the project and its activities. **Number of packages: unlimited.**

Sponsorship packages.¹

No	Forms of cooperation and sponsorship.	Patron	General sponsor	Sponsor ²	Regional sponsor ³	Sponsor of an event	General sponsor of an event ⁴	Sponsor of an event ⁵	Official partner ⁶	Information sponsor ²
Package price (EUR)										
1.	Transfer of funds.									
1.1.	24 months	250 000	○	○	○	○	○	○	○	○
1.2.	12 months	○	50,000	35,000	25,000	7,000	○	○	○	○
1.3.	6 months	○	30,000	20,000	15,000	4,500	○	○	○	○
1.4.	1 month	○	6,000	4,000	3,000	1,000	○	○	○	○
2.	Provision of goods and/or services.									
2.1.	12 months	○	75,000	50,000	30,000	10,000	○	○	○	○
2.2.	6 months	○	45,000	30,000	18,500	6,500	○	○	○	○
2.3.	1 month	○	8,500	6,000	3,500	2,000	○	○	○	○
3.	Exchange of banners on websites. ²	●	●	●	●	●	●	●	●	●
4.	Supply of goods and / or services at special prices ⁵									
4.1.	12 months	○	○	○	○	○	○	○	15,000	○
4.2.	6 months	○	○	○	○	○	○	○	10,000	○
4.3.	1 month	○	○	○	○	○	○	○	3,000	○
5.	Information support. ²									
5.1.	Continuous global support	●	●	●	○	○	○	○	○	●
5.2.	Support in the agreed region	○	○	○	●	●	●	●	○	●
5.3.	One-time help	○	○	○	○	○	○	○	○	●
6.	Any other form of assistance to the project. ²	●	●	●	●	●	●	●	●	●

¹ The listed sponsorship packages are basic and can be changed both in form and content by mutual agreement with the sponsor.

² By agreement.

³ The region is determined by an additional agreement.

⁴ 100% of the event budget.

⁵ At least 50% of the event budget.

⁶ Total amount of discounts provided for goods and services supplied.

Sponsorship package options. ¹

Part 1. Online

#	Options.	Patron	General sponsor	Sponsor	Regional sponsor ²	Sponsor of a shelter ³	General sponsor of an event ⁴	Sponsor of an event ⁴	Official partner	Information sponsor
1.	Banners (logos) of the sponsor:									
1.1.	active, at the top of the home page of the site	●	●	○	○	○	○	○	○	○
1.2.	active, at the bottom of the home page	●	●	●	○	○	●	○	○	○
1.3.	inactive, at the bottom of the home page of the site	○	○	○	●	●	○	●	●	●
1.4.	active, in the broadcast window of all cameras	●	●	●	○	○	○	○	○	○
1.5.	in shelters in the line of sight of broadcasts	●	●	○	○	○	○	○	○	○
1.6.	on international website pages	●	●	●	○	○	○	○	○	○
1.7.	on the pages of specific countries and all shelters of a particular country	●	●	○	●	○	○	○	○	○
1.8.	on the page of a particular shelter	●	○	○	○	●	○	○	○	○
1.9.	on the page of an event or promotion	●	○	○	○	○	●	●	○	○
1.10.	active, on the page of "Our Partners"	●	●	●	●	●	●	●	●	●
2.	Targeted publications about the sponsor on the website and in social networks									
2.1.	once a week	●	●	○	○	○	○	○	○	○
2.2.	twice a month	○	○	●	●	○	○	○	○	○
2.3.	once a month	○	○	○	○	●	○	○	●	○
2.4.	during an event - at least four times	●	○	○	○	○	●	○	○	○
2.5.	during an event - at least twice	○	○	○	○	○	○	●	○	○
3.	Active (with hyperlink) with reference to the sponsor in the publications on the website and in social networks									
3.1.	twice a week	●	●	●	○	○	○	○	○	○
3.2.	twice a week	○	○	○	●	●	○	○	○	○
3.3.	once a month	○	○	○	○	○	○	○	●	●
3.4.	during an event - at least four times	○	○	○	○	○	●	○	○	○
3.5.	during an event - at least twice	○	○	○	○	○	○	●	○	○
4. ⁵	Guaranteed coverage of the target audience of publications about the sponsor									
4.1.	At least 100,000 per month	●	●	○	○	○	○	○	○	○
4.2.	At least 50,000 per month	○	○	●	●	○	○	○	○	○
4.3.	At least 25,000 per month	○	○	○	○	●	○	○	●	○
4.4.	At least 50,000 during an event	○	●	●	●	○	●	●	○	○

¹ The listed options are basic and can be changed both in form and content by mutual agreement with the sponsor.

² Only in those related to the sponsored region: § 1.7.

³ Only in those related to the sponsored region: § 1.8.

⁴ Only in those related to the sponsored event: § 1.9; 2.4; 2.5.; 3.4 .; 3.5 .; 4.4.

⁵ Without reference to a specific region: § 5.2.; 5.3; 5.4.

Sponsorship package options. ¹

Part 2. Off line

#	Options.		General sponsor	Sponsor	Regional sponsor ⁷	Sponsor of a shelter ⁸	General sponsor of an event ⁹	Sponsor of an event ⁹	Official partner ¹⁰	Information sponsor ¹¹
5.	Advertising polygraphic products of the sponsor. ⁶									
5.1.	Logo on all promotional products and all presentation materials of the project.	•	○	○	○	○	○	○	○	○
5.2.	In all shipments of feeds to shelters.	•	•	•	○	○	○	○	○	○
5.3.	In some shipments of feeds to shelters.	○	○	○	•	•	•	○	•	○
5.4.	At all public events held by the project organizers.	•	•	•	○	○	○	○	○	○
5.5.	At some public events held by the project organizers.	○	○	○	•	•	•	•	○	•
6.	Referring to the sponsor in publications about the project in "external" media.									
6.1.	In all	•	•	•	○	○	○	○	○	○
6.2.	In some	○	○	○	•	•	•	○	○	○
7.	Inviting a representative of the sponsor to public events, including press conferences.									
7.1.	To all	•	•	○	○	○	○	○	○	○
7.2.	To some	○	○	•	•	•	•	•	○	○
8.	The right to advertise yourself as a sponsor of the project.									
8.1.	In any media	•	•	•	•	•	•	•	•	•
8.2.	In promotional materials	•	•	•	•	•	•	•	•	•

¹ The listed options are basic and can be changed both in form and content by mutual agreement with the sponsor.

⁶ When the sponsor provides the necessary materials in time: § 5.2.; 5.3.; 5.4; 5.5.

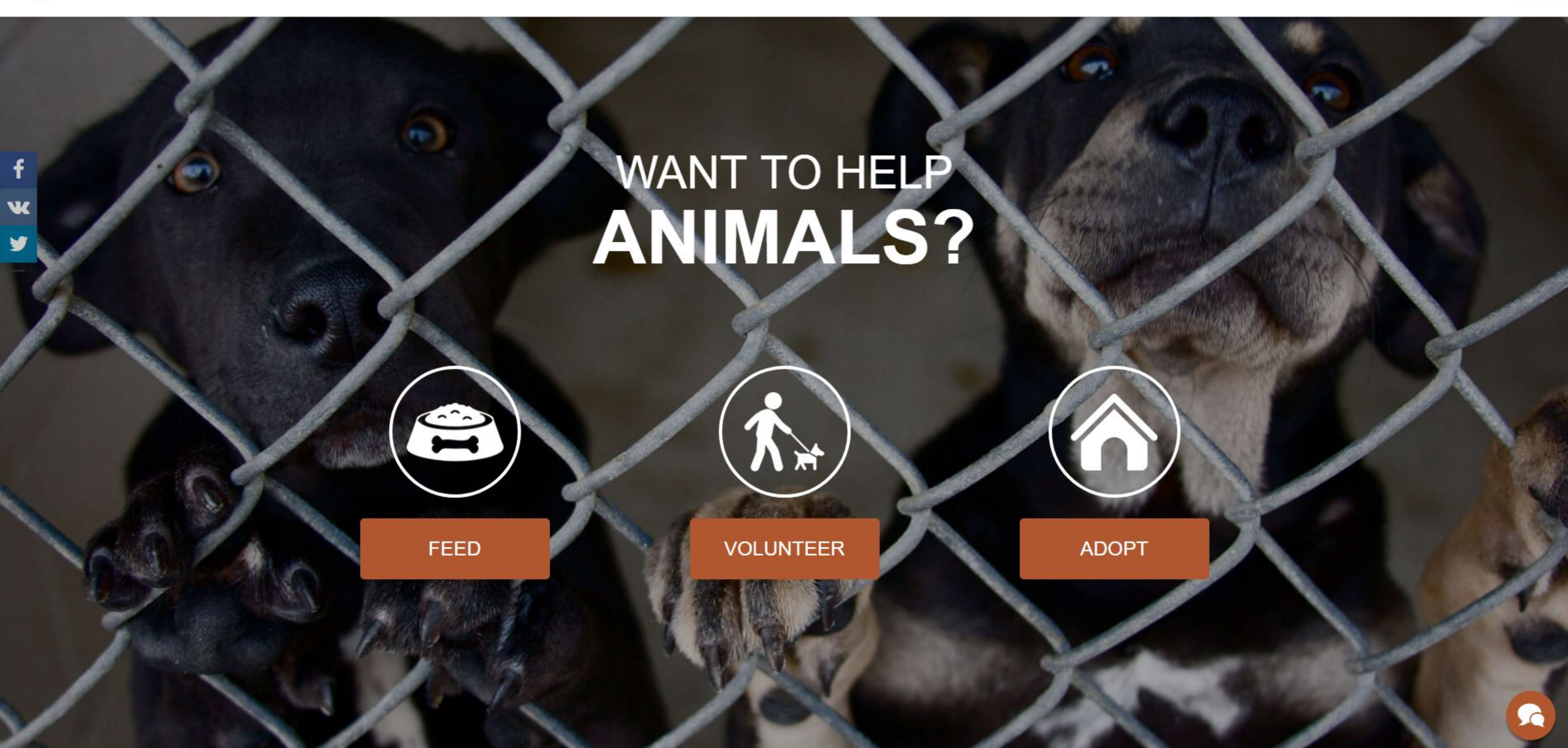
⁷ Only in those related to the Sponsor's region: § 5.3.; 5.5.; 6.2.; 7.2.

⁸ Only in those related to the sponsored shelter: § 5.3.; 5.5.; 6.2.; 7.2.

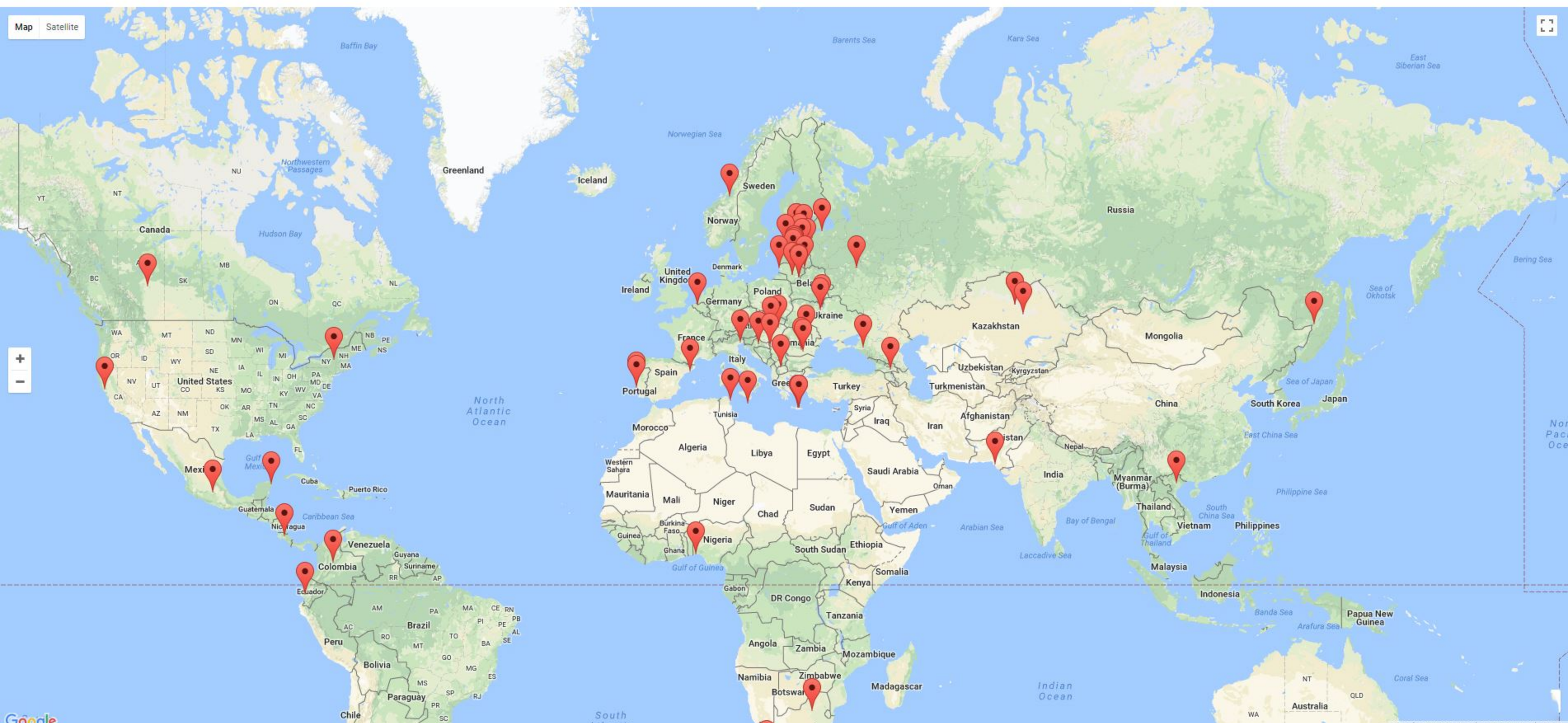
⁹ Only in those related to the sponsored event: § 5.3.; 5.5.

¹⁰ Only on goods purchased from the Official Partner: § 5.3.

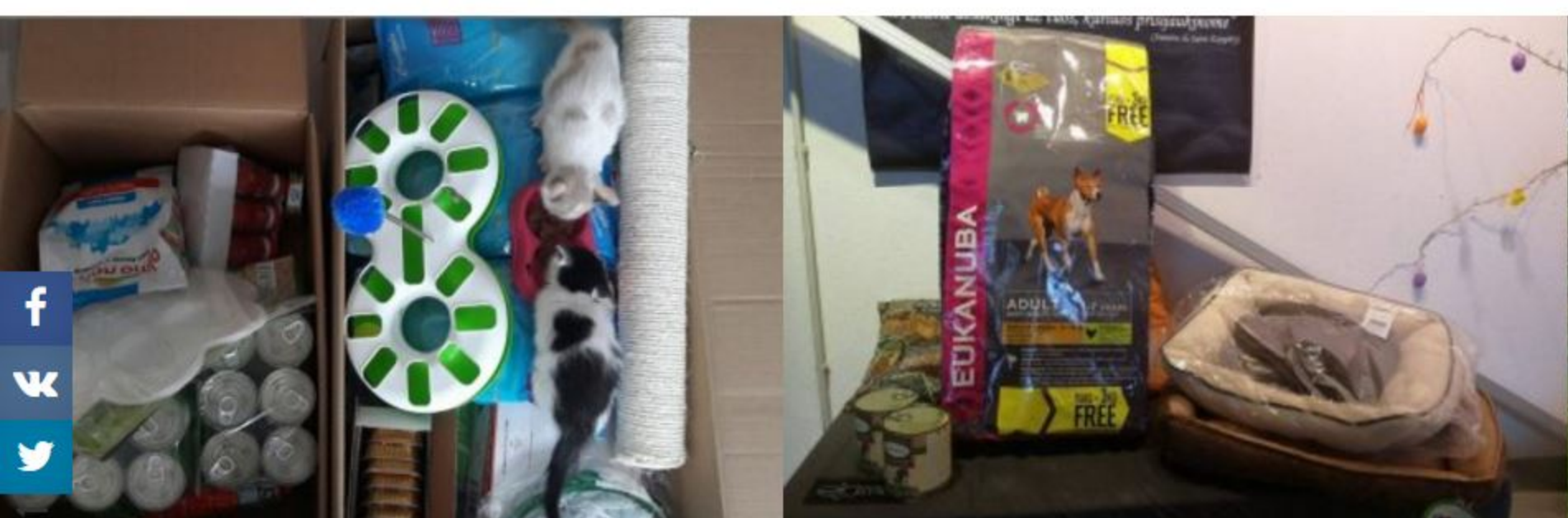
¹¹ By agreement: § 5.5.



MAP OF PROJECT PARTICIPANTS



LATEST NEWS



Kitten Foster home in Riga is the next lucky goods recipient



"MÁLYI" BIRD RESCUE STATION is
happy to get a delivery



Animalslife.NET project has a new partner

ALL NEWS

WHAT THEY SAY ABOUT US



728x90

Gratitude to the “Animals Life NET” team

On behalf of the «Otrā māja dzīvniekiem», we would like to thank the creators of the “Animals Life NET” internet portal for installing a web camera in the «Otrā māja» animal shelter!

It is a much-needed project, which helped us find a home for many of our shelter's inhabitants, both dogs and cats! All of those who watch the animals or have found themselves a friend in our shelter say that the installed cameras represent a substantial progress for the shelter.

Thanks to the Animals Life NET for supporting us! We wish you success in everything you do!



Biedrība «Otrā māja dzīvniekiem»

ABOUT US

"Animals Life NET is a unique global project in support of stray homeless animals. The project unites animal shelters and welfare organizations from all over the world. Any site visitor can buy the necessary products for shelters online (food, leashes, etc.) or contribute to fundraising for veterinary or other services. Join the Animals Life NET project! Together, we will make this world a better place!"

JOIN THE PROJECT

468x60

LIST OF SHELTERS

468x60

All animals

All countries

Search

LITHUANIA

Live stream x2

"LESĖ" SHELTER

"Lesė" animal charity organization has been founded in 2007 in Lithuania. It sustains an animal shelter and funds a pet neutering program for homeless pets – cats and dogs. The organization is funded solely by donations and is run only by volunteers. Back when the organization first started, it was one

I WANT TO HELP

LATVIA

Live stream x3

"ULUBELE" SHELTER

The "Dzīvnieku pansija Ulubele" (Ulubele Animal Sanctuary) non-commercial society has been established in 2005 and has since become one of the biggest and most well-known shelters in Latvia. It has pledged to protect the rights of animals and help those pets that have not yet found a new home,

I WANT TO HELP

LATVIA

Live stream x1

KITTEN FOSTER HOME

Foster home is a volunteer practice when rescued animals are temporary housed at volunteer homes. Foster families take care of the animals until they find permanent ones. Searching for potential owners is a serious task, for this reason pets can only be adopted after signing the agreement. Thanks to the

I WANT TO HELP

446x526

RUSSIA

Live stream x1

MACEDONIA

Live stream x1

LATVIA

Live stream x2

MALTA

Live stream

468x60

LIST OF SHELTERS

468x60



All animals

Latvia

Search

LATVIA Live stream x1



KITTEN FOSTER HOME

Foster home is a volunteer practice when rescued animals are temporary housed at volunteer homes. Foster families take care of the animals until they find permanent ones. Searching for potential owners is a serious task, for this reason pets can only be adopted after signing the agreement. Thanks to the

[I WANT TO HELP](#)

LATVIA Live stream x2



"MEŽAVAIROGI" SHELTER

Animal Shelter "Mežavairogi" has been opened in 2009. Every year, they take more than 2,000 animals from all over the Latvia. It is one of the very few shelters in the country that houses both wild and domestic animals. Besides more than 100 dogs and 80 cats, the "Mežavairogi" shelters pets: horses, goats,

[I WANT TO HELP](#)

LATVIA Live stream x2



„LABĀS MĀJAS” SHELTER

Animal shelter „Labās mājas” has been opened in the Riga district of Jugla in 2010 and it has become a home for more than 60 cats and dogs ever since. The shelter has been opened thanks to the work of the “Juglas dzīvnieku aizsardzības grupa” (Animal Protection Group of Jugla) society

[I WANT TO HELP](#)

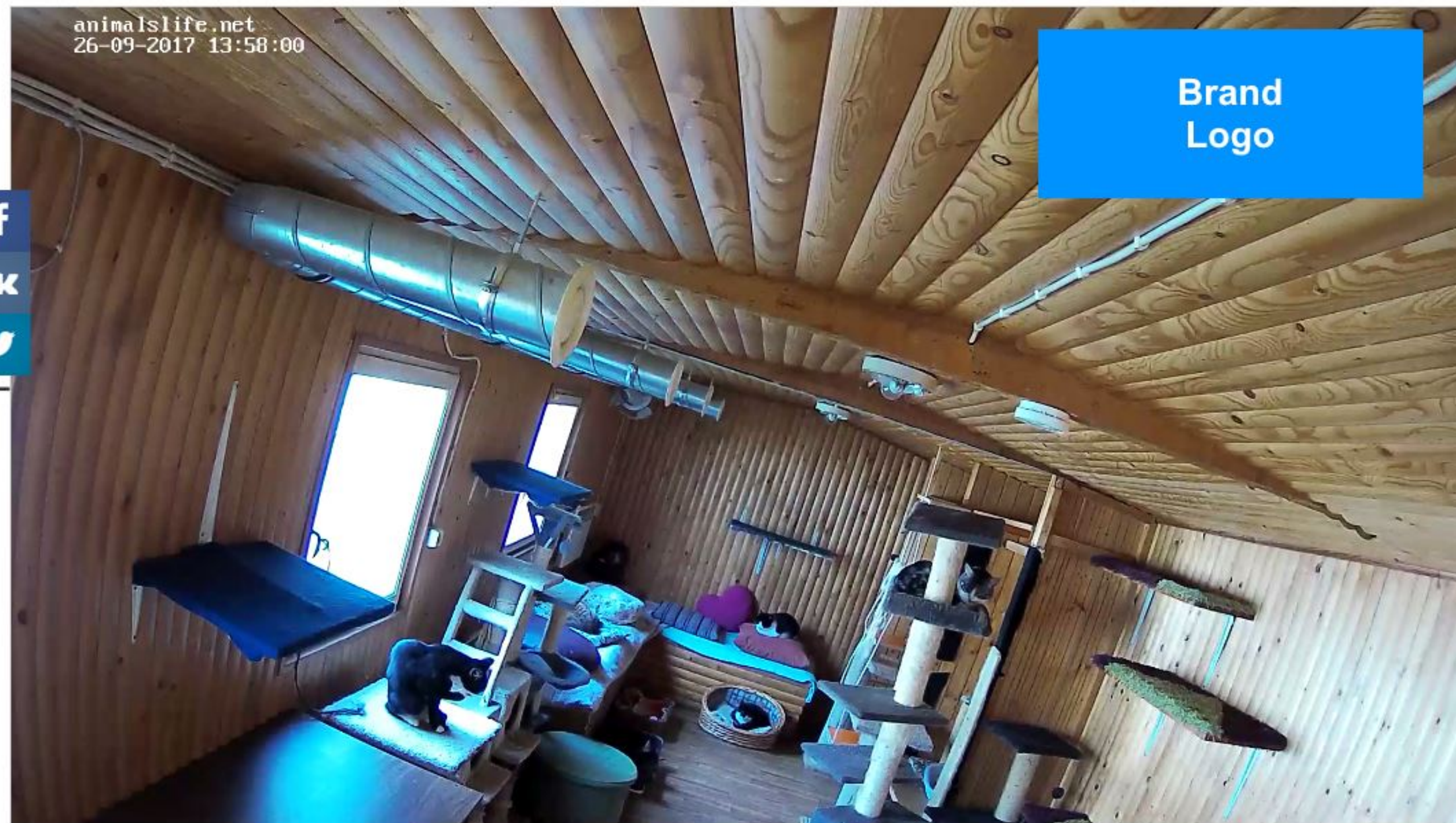
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LATVIA Live stream x2



LATVIA Live stream x1





468x60

CLICK AND HELP THE SHELTER

PRODUCTS NECESSARY FOR THE SHELTER



728x90

VIRUMAA SHELTER

 ESTONIA, VIRUMAA



FEED



VOLUNTEER



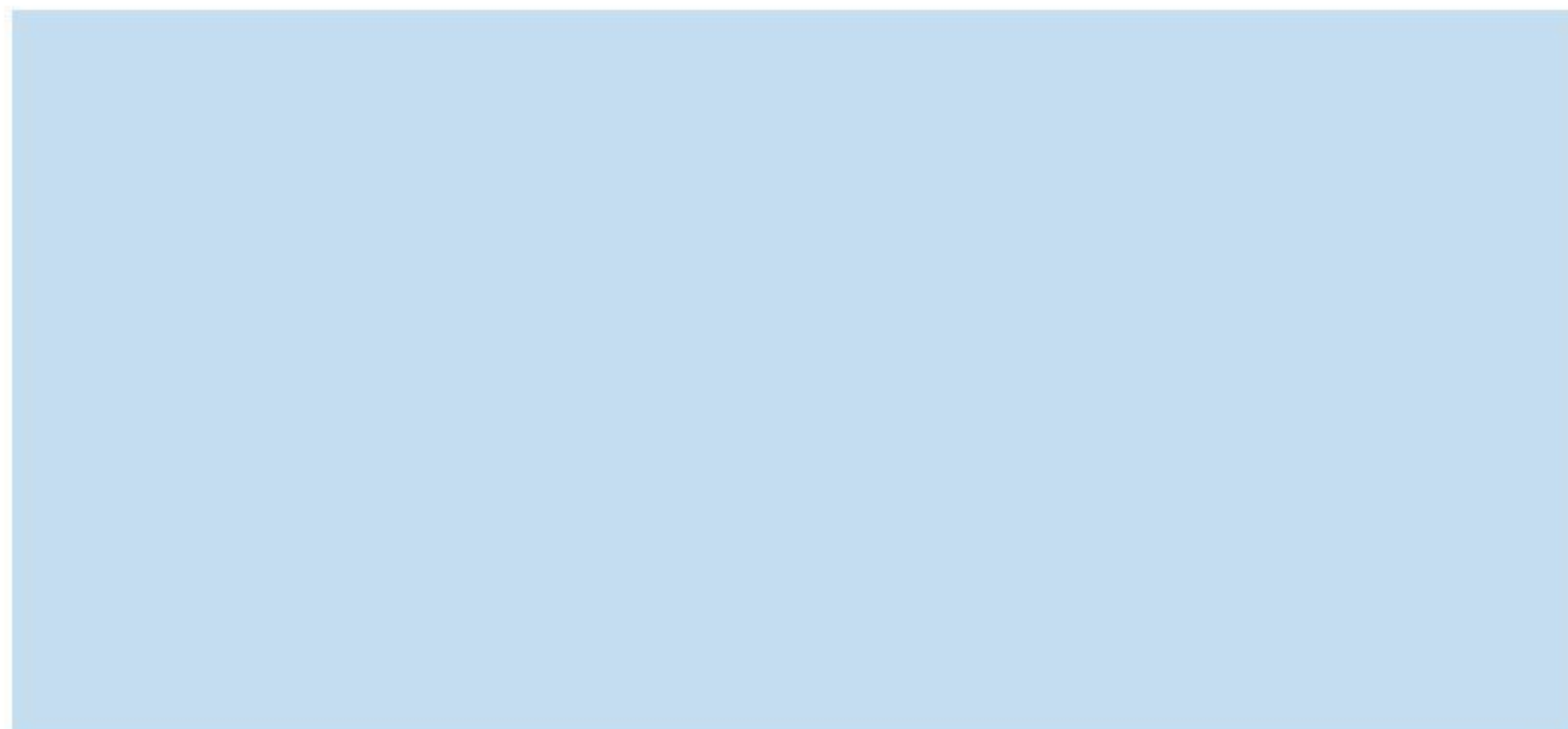
ADOPT

336x280

336x280



240x400



240x400



240x400



Brand
Logo



240x400

