



**Dachshund**



**Bulldog**

**SPONSORSHIP PACKAGE**



**Labrador**



**Newfoundland**

# Community Therapy Dog Society

*"Helping people one dog at time"*

**Community Therapy Dogs Society** (CTDS) was born out of a vision to help people add value to their lives through interaction with therapy dogs. CTDS is a registered charity and our programs are volunteer run and free of charge to participants. We currently offer three programs:

**Listening Tails** – This program helps young children improve their confidence in reading out loud by reading to therapy dogs. The program runs in the Chestermere and Airdrie Public Libraries and seventeen schools. Many children who have difficulty reading may be afraid of the judgment or criticism, but a reading program with a dog as the listener can change that. A study by researchers at the University of California, Davis showed that children who read to a dog do perform better. Young students who read out loud to dogs improved their reading skills by 12 percent over the course of a 10-week program, while children in the same program who didn't read to dogs showed no improvement.

**Visiting Tails** – This program enriches the lives of 1) seniors through interaction with therapy dogs at a number local seniors' facilities and 2) patients at hospitals. The therapy dogs visit local senior retirement residences and hospitals, providing an interactive, stimulating activity and an alternative to routine activities. Therapy dogs have shown to get a response from some senior residents who are withdrawn from other people and have limited abilities. The dogs provide an opportunity for seniors and patients to give and receive physical touch, display affection, and raise their spirits. Petting, stroking and playing with the therapy dogs can also provide physical activity to non-active senior residents.

**Caring Tails** – This program brings comfort to people experiencing stress or anxiety through interaction with therapy dogs. The therapy dogs are used in a variety of circumstances, including at schools to help students reduce stress. Researchers at Georgia State University, Idaho State University and Savannah College of Art and Design found a 60 percent decrease in self-reported anxiety and loneliness symptoms among college students following therapy that included the use of a therapy dog. Eighty-four percent of the participants reported their interaction with the therapy dog was the most significant part of the program.

## Value Proposition

We are active in the communities of Chestermere, Calgary, Bearspaw, Carstairs, Crossfield, Airdrie, Kathryn, Cochrane, Strathmore and Langdon. Our programs are well known in these communities and our outreach efforts include:

- Energizer and Mini Energizer events
- Spring and Fall fairs
- Canada Day
- Mind, Body and Spirit Expo
- Community events
- Parades
- Speaking engagements

CTDS has a substantial and active volunteer base. Sponsorship of CTDS is your company's opportunity to reach and positively impact citizens in a number of communities. Your sponsorship of CTDS is also a great way to show your employees your commitment to being a socially responsible company.





























## Sponsorship Opportunities

We are offering sponsorships to organizations in the communities we serve.

Sponsorships can be cash or donations/gifts in kind.

We have four levels of sponsorship packages:

<b>Sponsorship Levels and Benefits</b>	<b>Dachshund \$250</b>	<b>Bulldog \$500</b>	<b>Labrador \$1,000</b>	<b>Newfoundland \$2,500</b>
Exclusivity within your business class – if you sponsor at this level, you will be the only company in your industry sponsoring CTDS				
Opportunity to email company information to CTDS volunteer base				
Opportunity to have your company's promotional material at the CTDS booth for all public events				
Specific reference in all press releases				
Your corporation name or logo on CTDS promotional material – press releases, websites, marketing material				
CTDS will visit your worksite at your request with a therapy dog for town halls, employee functions etc.				
Public acknowledgement of your sponsorship at all CTDS events				
A link to your company website or Facebook page on the CTDS website				
Your corporation name or logo on CTDS website				
A picture of a CTDS therapy dog to display at your workplace				
Opportunity to sign a multi-year sponsorship agreement with CTDS for a discounted amount				

By sponsoring CTDS, your organization can help make a difference in the lives of children, adults and seniors in a number of communities.

Your sponsorship is greatly appreciated and will be acknowledged.

For more information on CTDS please see our website [www.ctds.ca](http://www.ctds.ca)

Registered Charity status by the Canada Revenue Agency (Charity #: 81093 3770 RR0001)

