



1319 Military Cutoff Road, Suite CC #101, Wilmington, NC 28405

Phone: 800-634-3439 | Email: Podcast@theanimalcourt.org

www.animalvictoryfund.org

**YOUR SPONSORSHIP IS TAX-DEDUCTIBLE
THROUGH THE ANIMAL VICTORY DISASTER AND ABUSE FUND**

EIN: 88-3617975

All donations are tax-deductible as allowed by law through Animal Victory's Disaster & Abuse Fund, a 501(c)(3) nonprofit. Visit www.animalvictoryfund.org for more information.

[Prefer a one-time tax-deductible sponsorship?](#)

The Animal Court Podcast: Sponsorship Opportunities

Partner With Us to Expose Abuse and Demand Justice

The Animal Court is a non-profit, investigative podcast dedicated to exposing the hidden world of animal abuse. Hosted by veteran journalist Paul Mueller and Animal Victory CEO Janelle Babington, we investigate the cases that fall through the cracks and demand accountability from a failing system.

Producing high-quality, investigative journalism requires significant resources. We are seeking a select few mission-aligned sponsors to help underwrite the monthly production costs of this critical work. Because we value our audience's trust and our own time, we are strictly limiting our sponsorships to a small number of dedicated partners. If your brand is committed to animal welfare, this is an unparalleled opportunity to reach a massive, highly engaged, and fiercely loyal audience.

Our Unmatched Reach & Audience

When you sponsor The Animal Court, you are tapping into a massive, established ecosystem of passionate animal advocates across four distinct platforms.

- **Animal Victory Mailing List:** 300,000+ highly engaged subscribers who actively sign petitions and donate to animal causes.
- **Paul Mueller's Facebook Following:** 100,000+ dedicated followers, with individual posts not unlikely to reach hundreds of thousands to nearly 1 million engagements.

- **National Animal News:** Our dedicated digital media platform reporting on animal cruelty cases and rescues.
- **The Animal Court Podcast:** Distributed globally across Spotify, Apple Podcasts, Google Podcasts, and Amazon Music.

Our audience doesn't just listen—they act. They sign petitions, they share stories, and they fiercely support the brands that stand with them in the fight for animal justice.

Sponsorship Tiers & Deliverables

We offer three distinct sponsorship tiers to fit your brand's goals and budget.

Tier 1: The "Justice" Tier (Title Sponsor) — \$5,000 / Month

Exclusive to ONE partner per month.

- **"Presented By" Billing:** Your brand is announced as the presenting sponsor at the very beginning of every episode that month (e.g., "The Animal Court is presented by [Your Brand].").
- **Host-Read Mid-Roll Ad:** A dedicated 60-second, host-read advertisement in the middle of every episode.
- **Dedicated Email Blast:** One dedicated email sent to the Animal Victory mailing list (300,000+ subscribers) highlighting your brand's commitment to animal welfare and your products/services.
- **Social Media Integration:** Two dedicated posts on Paul Mueller's Facebook page (100,000+ followers) featuring your brand.
- **Website Prominence:** Premium logo placement on The Animal Court homepage and a dedicated backlink.
- **Show Notes:** Top-tier link and brand mention in the show notes of every episode.

Tier 2: The "Advocate" Tier — \$2,000 / Month

Limited to TWO partners per month.

- **Host-Read Pre-Roll Ad:** A 30-second, host-read advertisement at the beginning of every episode that month.
- **Newsletter Inclusion:** A prominent feature block in two of our weekly Animal Victory petition update newsletters (sent to 300,000+ subscribers).
- **Social Media Mention:** One dedicated post on Paul Mueller's Facebook page.
- **Website Placement:** Logo placement on The Animal Court sponsor page.
- **Show Notes:** Link and brand mention in the show notes of every episode.

Tier 3: The "Supporter" Tier — \$500 / Month

Limited to FIVE partners per month.

- **Host-Read Post-Roll Ad:** A 30-second, host-read advertisement at the end of every episode that month.
- **Show Notes Recognition:** A dedicated link and brand mention in the show notes of every episode that month.
- **Website Placement:** Name and logo listing on The Animal Court sponsor page.

- **Social Media Shoutout:** A group thank-you post on social media recognizing our Supporter Tier sponsors.

Is Your Brand a Good Fit?

We are looking for partners who share our passion for animal welfare and justice. Whether you are a major pet supply company like Chewy, PetSmart, or Petco, a specialized pet health brand, or any organization committed to protecting animals, your sponsorship directly supports our mission to expose animal abuse and drive systemic change.

Because space is strictly limited, we are currently accepting inquiries for our upcoming season.

To secure your sponsorship or discuss a custom partnership, contact us today.

Email: Podcast@theanimalcourt.org

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Website: www.animalvictoryfund.org

One-Time Tax-Deductible Sponsorship: <https://donorbox.org/animal-court-one-time-donation>

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[INSERT ANIMAL VICTORY LOGO HERE]

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