

Corporate Puppy Project

The Corporate Puppy Project is a customized employee engagement program that will inspire your employees, reduce stress levels, and improve mental health, all while demonstrating your company's commitment to social responsibility. How? By raising awareness of Guiding Eyes for the Blind's life-changing mission: **to provide exceptional guide dogs to people with vision loss.** We'll lead your team on a puppy's journey to becoming a guide dog, engaging employees along the way through puppy updates that include adorable pics, heartwarming videos, and behind-the-scenes webinars featuring Guiding Eyes trainers and graduates. Best of all, we can bring your corporate pup to you for a live event that will leave everyone in the office feeling rejuvenated and ready to give back.



It all starts with your puppy...



Puppy Match: Guiding Eyes will select a puppy from a new litter to be your corporate puppy.

Project Kickoff: Guiding Eyes will introduce your employees to their new puppy and launch the project with a pick-a-name contest.

Puppy Updates: Guiding Eyes will send employees updates on the development of their corporate puppy using a variety of media, such as photos, videos, and live webinars.

Engagement Opportunities: Guiding Eyes will involve employees in seasonal campaigns such as our pick your favorite Valentine Card for one of our pups to mail to his buddies, a "Howl-o-Ween" costume contest, and our September "Wagathon."

We'll also inspire them with stories of our graduates and their canine companions.

Events: Guiding Eyes will bring your corporate puppy to your offices! Employees will get a chance to snuggle up with their very own pup and some of our adorable new born puppies at one of our famous "kissing booths," or (for Champion Sponsors) at a lobby event with guide dogs-in-training, an under-blindfold experience, and a moving keynote address by President and CEO Thomas Panek.

SPONSORSHIP PACKAGES

CHAMPION (\$40,000)

- ❗ 8 annual engagements, including:
 - ❗ 2 videos capturing your puppy's milestones
 - ❗ 1 webinar with inside tips on puppy raising and dog training
 - ❗ 5 updates with photos of your pup on his or her journey to becoming a guide dog
- ❗ A periodic live "puppy cam" for a sneak peek at your puppy's development
- ❗ 1 lobby event with your growing corporate puppy, 2 young puppies, 2 trainers with dogs-in-training, and a keynote speech by the president

BENEFACTOR (\$25,000)

- ❃ 6 annual engagements, including:
 - ❃ 2 videos capturing your puppy's milestones
 - ❃ 1 webinar with inside tips on puppy raising and dog training
 - ❃ 3 updates with photos of your pup on his or her journey to becoming a guide dog
- ❃ 1 lobby event with your growing corporate puppy and 2 young puppies, with staff on hand to discuss our work with employees.

All packages also include Corporate Sponsorship benefits:

- ❃ Corporate listing in the Guiding Eyes Annual Report
- ❃ Featured recognition with your company logo and direct link on the corporate sponsorship page of the Guiding Eyes website (over 1.5 million visits annually)
- ❃ Opportunities for mention and promotional campaigns on our Facebook page, Twitter, and Instagram (128,000 followers)



Why partner with Guiding Eyes?

Guiding Eyes has a wide reach, a compelling mission, and unique experiences to offer your company. Our brand resonates with people across multiple sectors, whether it be accessibility, health and wellness, animal care, or technological innovation. By collaborating with Guiding Eyes, you not only serve a greater good, you do good for your employees. We are your partners in diversity, inclusion, and disability awareness. Corporate partners have reported increased employee satisfaction and stress reduction after events featuring Guiding Eyes dogs and their expert handlers. There are many ways we can work together to meet your corporate social responsibility goals.

To get started, contact Rana Liebert at liebert@guidingeyes.org or 914-606-1746.