Naming Sponsorships

If the rescued animal residents of Charlie’s Acres have inspired your team, consider supporting our sanctuary further with a naming sponsorship.

Our farm sponsors receive special acknowledgment for their generous donations with their name and message displayed for all visitors to see. This is a great opportunity for companies, foundations, clubs, or individuals to demonstrate their charitable work, or to memorialize a loved one.

**Naming Sponsorships (5 years):**
- $500,000 - Education Center Sponsor
- $250,000 - Receiving Barn Sponsor
- $75,000 - Large Barn Sponsor
- $40,000 - Small Barn Sponsor
- $20,000 - Garden Sponsor
- $10,000 - Bird Coop Sponsor
- $7,500 - Viewing Bench Sponsor
- $5,000 - Donor Leaf displayed in Education Center

Contact us at info@charliesacres.org if you’re interested in becoming a Naming Sponsor or discussing other charitable giving options.
Why Should Your Company Sponsor at Charlie’s Acres?

Our Mission

In addition to providing a forever home to 150 rescued animal residents, and regularly providing a safe landing spot to evacuees of wildfires in our community, the mission of Charlie’s Acres focuses on education. Our educational mission is accomplished through tours, school field trips, virtual programs, and social media in addition to fun tourism experiences.

Uniquely situated in the heart of California’s Wine Country and only minutes from Sonoma Plaza, our sanctuary strives to provide an experience for visitors that showcases the delicious vibrancy of plant-based products. Our regularly hosted Vegan Picnic Tours combines our standard sanctuary tour with a picnic introducing a selection of local wine and vegan food products, proving that you can have a classic, luxury Sonoma Valley experience that is also good for animals and the environment. Our larger fundraising events are the perfect opportunity to feature creative new plant-based dishes and products that the Bay Area has to offer.

The Plant-Based Marketplace

Concern for animal welfare, personal health, and the imminent threat of the climate crisis is driving more Americans towards plant-based alternatives to animal products. A sizable and rapidly-growing category, the plant-based meat market is worth $1.4 billion. The category increased by more than $430 million in sales from 2019 to 2020. Plant-based food sales in 2020 grew 2x faster than overall food sales.

Additional Sponsor Benefits

- Bring your VIP clients for a visit to Charlie’s Acres and enjoy a plant-based grazing platter in our scenic picnic area during your meeting. Treat your staff to a team bonding day with rescued animals.
- Provide your staff an opportunity to pick up fresh produce with a garden sponsorship.
- Get your product in front of new customers who’ve shown interest in animal welfare and plant-based eating.
Social Media Reach
Facebook: 5.3K followers
Instagram: 7.5K followers
TikTok: 17.3K followers

Email Distribution
8.6K subscribers

On-Site Visitors
In the first 3 years that we've been able to accept visitors we have hosted over 6,000 in person visitors and 2,000 virtual experiences in more than 20 countries.

What our visitors say
I identify with the statement:
Animal Products are a part of my diet - 54%
I am vegetarian - 15%
I am vegan - 31%

Of those who responded that animal products are currently a part of their diet:
74% said that visiting Charlie's Acres made them reconsider their eating habits

Additional Visitor Comments
I went on a private tour with my daughter and grandkids and a few of their friends, and had a wonderful time, a positive learning experience, and that day became a monthly donor. I'm planning on returning as a volunteer.

Our visit was absolutely inspiring and transformative. The tour was conducted impeccably; the stories and information were enlightening; and interacting with animals that are still loving despite suffering abuse was so moving. I'm now a Charlie's Acres evangelist and am telling everyone about this amazing experience! Thank you for the work you do.

My sister and I did not know what to expect, but we were interested in the cause and wanted to see the adorable animals I've been showing her on Facebook. We found it educational, entertaining, and inspiring. We will definitely be back and would like to be supporters as well. Thank you so much for the unique experience. You guys are doing something very important.