Sydney's Cat Lounge

SANCTUARY & CAT LOUNGE

Where extraordinary experiences meet compassionate purpose

SPONSORSHIP OPPORTUNITIES









A place unlike anything else in Austin

Sydney's Sanctuary is Austin's premier cat rescue lounge — a cage-free, immersive experience where guests connect with rescue cats in an environment designed for wonder. We opened in November 2025 and have since become a beloved destination for locals, a media darling, and a second chance for dozens of cats in need.

As seen on:

The Austin Tourist

Austin Monthly

Tribezza

365 things to do

and more!

Every visit saves a life

We partner with more than 8 local rescues to house cats who need a calm, enriching environment before finding their forever families. Every guest interaction is a step toward adoption. Every sponsorship is a step toward saving more lives.

48+

Cats successfully adopted since opening

501 (c)(3)

Fully tax-excempt nonprofit status

Nov'25

opened — already a media favorite



WHAT SPONSORSHIP FUND

- **Veterinary care:** vaccinations, diagnostics, medications
- **Routine wellness:** grooming, nail trims, parasite prevention
- **Daily essentials:** food, litter, and a clean, safe environment

Your brand, in the right room

A highly engaged, purchase-ready Central Texas audience

WHERE

Central Texas — Austin metro and surrounding communities

WHO

Families, young professionals, and animal lovers aged 20–45

MINDSET

Values-driven consumers who actively support community-focused brands

BEHAVIOR

Highly social — share experiences online and drive organic word-of-mouth



Our guests don't just visit — they post, share, and recommend.
Your brand becomes part of a story people genuinely want to tell.

Real people, real results

Three powerful channels — one cohesive partnership

8.5K+

Daily website clicks

Digital: 43.6k searches for cat lounge per week

120K+

Monthly social media views

Viral Exposure: Adoption content regularly reaches between 400k and 1.2M viewers per reel.

500+

Monthly in-person visitors

+Email: Newsletter logo and features delivered directly to our subscriber community



What our partnership unlocks



- **Tax Benefits:** All contributions are fully tax-deductible through our 501(c)(3) status
- **Brand Alignment:** Association with a high-end, community-focused Austin brand.
- **Exclusive Content:** Access to professional photos/videos of the sponsored space for your own marketing.
- **Authentic storytelling:** Be part of an adoption story that your customers will care about and share
- **Ongoing visibility:** Monthly presence across digital, physical, and social platforms — not a one-time moment

Choose your role in the story

THREE PARTNERSHIP TIERS — EACH MEANINGFUL, EACH MEMORABLE



The White Rabbit

$500–$1,000 / month

- Social shoutout in community reels & stories
- Logo on the "Timeless Cat Wall"
- Monthly website exposure

GOAL:
Local brand awareness through community presence

FEATURED



The Mad Hatter

$2,500–$5,000 / month

- Monthly dedicated Story on IG & TikTok
- Logo in our email newsletter
- Logo displayed on tea cup chairs
- Private 1-hour on-site content session

GOAL:
Targeted engagement + local foot traffic



The Cheshire Cat

$7,500+ / month

or annual naming rights

- "Presented By" on all major press & influencer content
- Large-scale lounge naming (e.g. "The [Brand] Castle")
- Co-branded adoption "Match Day" frames
- Full mission partnership — maximum brand prestige

GOAL:
Maximum visibility + rescue mission leadership

Let's build something that matters

We are now seeking visionary partners ready to join us in shaping the next chapter of meaningful growth — and community impact

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