

ARCHIVE SPONSORSHIP · 2026

BODEGA CATS OF NEW YORK

# FUND THE FIELDWORK.

A documented record of New York's working bodega cats, and a clean way for a brand to stand behind it.

## **A real archive, built one visit at a time.**

Every entry starts the same way: a photographer, a store, a cat, an afternoon. We name the cat, date the visit, keep the store on file, and publish a record that holds up, alongside a book and ongoing press.

Sponsorship pays for the part the public doesn't see: the bodega visits, the photographer's time, and the finished entries. In return, a brand sits credited inside the records it helped make, connected to real New York documentation, not a banner ad.

WHAT A SPONSOR GETS

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## Your name, inside the entry.

A small permanent sponsor credit appears inside each entry your support made possible, beside the photo, the field notes, and the record details. The live Oreo entry shows the exact placement.

The image shows a preview of a live entry for 'OREO'. On the left is a large, light-colored rectangular area labeled 'LIVE ENTRY PREVIEW'. To the right, the word 'OREO' is displayed in large, bold, black letters. Below it, the text 'Park Slope, Brooklyn · Bodega Cat Visit' is shown. A black-bordered box contains a smaller light-colored box with the text 'SPONSOR Bodega Cats of New York Documented in-house'. Below this box, the URL 'bodegacatsofnewyork.com/archive/oreo/' is provided.

## Three ways to support a season.

### **\$5,000 · Archive Entry Supporter**

- One supported fieldwork visit
  - Sponsor credit on the published archive entry
  - Photographer / session credit structure
  - One recap note with entry link and approved image preview
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Up to five per archive season.

### **\$15,000 · Fieldwork Batch**

- Three to five supported visits around a neighborhood, theme, or window
  - Sponsor credit on each supported entry
  - Batch recap page or sponsor report
  - Optional newsletter mention tied to the published batch
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For brands that want repeated visibility across a defined batch.

### **From \$20,000 · Archive Season**

- Six to ten supported visits over eight to twelve weeks
  - Season credit across supported entries
  - Season collection page or report
  - End-of-season recap for internal use, press, or partner teams
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Best for one lead sponsor: pet, food, beverage, camera, printing, or NYC culture.

## You fund the work. We keep it real.

Support keeps the archive going without turning it into an ad. A few simple lines keep everyone clear:

- Sponsors don't pick the cat, the store, the owner's words, the caption, or the final story.
- No public cat-location map is ever created for a sponsor.
- We never claim a cat uses, eats, or endorses a brand.
- We can decline a sponsor that isn't a fit for the archive.

Ready to talk? Tell us the brand and how you'd like to help.

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