

ABTC[®]

**ANIMAL BEHAVIOUR
& TRAINING COUNCIL**

Sponsorship Proposal.

Promoting Excellence in Animal Behaviour and Training

The ABTC is the only charity dedicated to promoting the welfare of animals in training or undergoing behaviour therapy.

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Background of the ABTC

The Animal Behaviour and Training Council (ABTC) is the UK's only charity dedicated to setting and upholding national standards in animal behaviour and training.

We're here to raise the professional bar to protect animals from harm and to give pet guardians, vets, and welfare bodies confidence in who they refer to. Our register is built on evidence-based practice, independently assessed skills, and ethical standards.

ABTC represents leading welfare charities, academic institutions, veterinary professionals, and the most rigorously assessed practitioners in the country.

Your support helps safeguard this critical work.

www.abtc.org.uk



Why regulation matters

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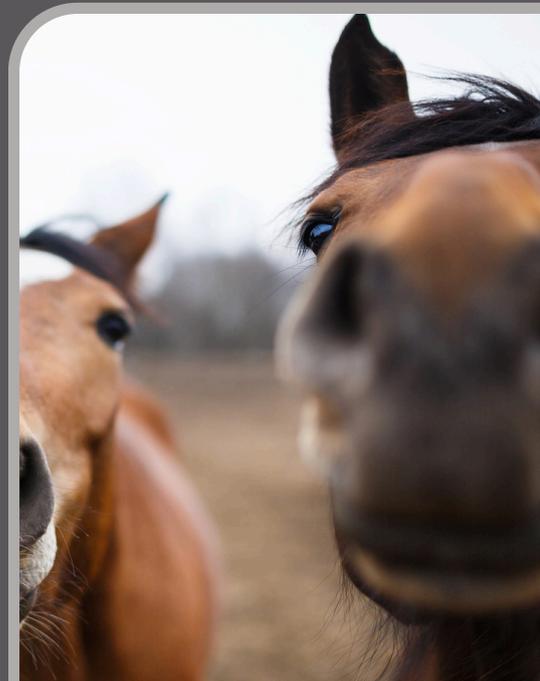
Anyone can claim to be an expert in animal training or behaviour therapy, even without a single hour of recognised education or assessment.

The results? Dogs are shocked with e-collars, rabbits pinned in fear, cats sprayed with water, horses whipped, and their guardians left traumatised. All because of outdated methods and unchecked egos.

This is why ABTC exists. We've built the UK's most trusted register of accredited trainers, instructors, and behaviourists. But to strengthen our reach and secure government-backed UKAS accreditation, we need financial support.

Sponsors help us:

- Campaign for regulation and animal protection
- Educate the public about humane, science-led approaches.
- Grow our practitioner register and outreach
- This is your chance to back the future of ethical animal care.



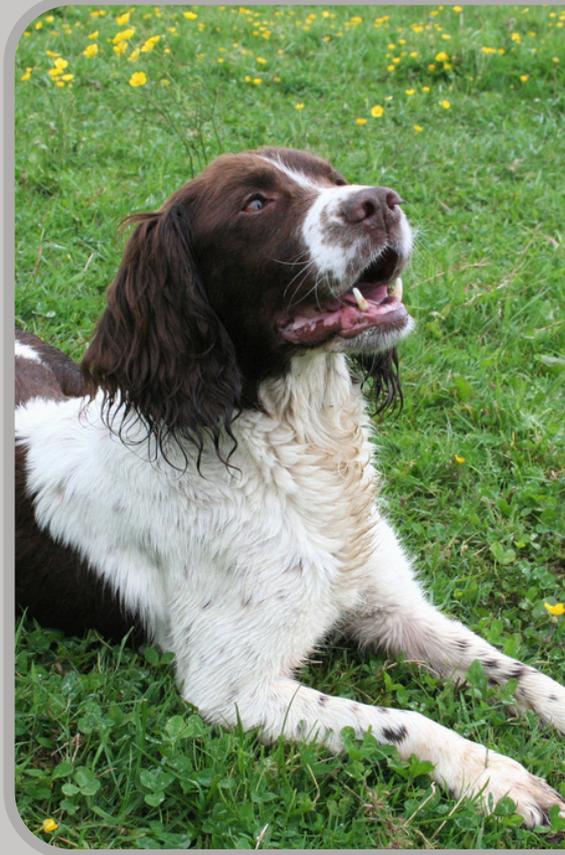
Case Studies

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These are genuine cases where unqualified advice caused harm — and where ABTC-registered professionals stepped in to make things right.

Case 1: “Show Him Who’s Boss” — Bobby the Labrador

Bobby’s owners sought help from a trainer when he began mouthing during play. What followed was traumatic. The trainer insisted on using force — pinning Bobby to the floor by his collar until he urinated, defecated, and bled from the nose. The trainer told the owners this was normal and necessary to “establish leadership.” Bobby was left fearful and physically injured. A vet later confirmed mistreatment. An ABTC-registered practitioner was called in to help rebuild Bobby’s trust and emotional safety using humane, science-based techniques. His owners now understand how to support his behaviour with confidence — without fear.



Case 2: “Just Grab Her” — Lola the Rabbit

Lola, a young lop-eared rabbit, was labelled “dominant” by an online rabbit ‘expert’. The owners were told to use gauntlets and tonic immobility — pinning Lola down, brushing her while she was frozen in fear. The result was learned helplessness and increased aggression. An ABTC Clinical Animal Behaviourist recognised Lola’s fear responses and introduced a tailored desensitisation plan. Over time, Lola chose to interact, accept gentle touch, and even respond to clicker training. Her owners finally understood her body language — and respected it.



Case Studies

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Case 3: “Make Him Obey” — JoJo the Rottweiler

JoJo’s anxiety was mistaken for disobedience. Over several months, he was subjected to prong collars, lead jerks, and verbal corrections - the advice given by the trainer at the time. JoJo’s behaviour worsened. When the family stopped the punishment, they were left afraid and hopeless. An ABTC Clinical Animal Behaviourist created a structured plan involving fear-free handling, enrichment, and medication in partnership with the vet. Within weeks, JoJo’s reactivity reduced, and the family began to rebuild trust.



Case 4: “Spray Him with Water” — Milo the Cat

Milo, a young neutered male, began toileting outside the litter tray and hiding from his family. A trainer advised using a spray bottle to interrupt “bad behaviour” and shaking a tin can to stop him from entering certain rooms. Within a fortnight, Milo had become withdrawn, vocalising excessively at night and fearful of sudden movements. An ABTC Clinical Animal Behaviourist reviewed Milo’s environment and history. The root cause? Stress due to a new baby in the home, combined with poorly located resources and inadequate opportunities for control and retreat. Through environmental adjustment, enrichment, and clear guidance on feline emotional needs, Milo gradually returned to using the litter tray, exploring his environment confidently, and accepting gentle contact.



Case Studies

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Case 5: “Make Him Stand Still” — Jasper the Horse

Jasper, a 16-year-old gelding, began resisting mounting and showing signs of discomfort. A natural horsemanship trainer advised forcing Jasper to circle tightly around the mounting block while swinging a rope at his flanks — “make the wrong thing hard”. The result? Jasper bucked, bolted, and unseated his experienced owner. On referral to an ABTC Clinical Animal Behaviourist, Jasper was observed displaying signs consistent with the Equine Pain Face. Veterinary investigations confirmed Navicular Syndrome in both front feet. With correct diagnosis, pain management, and behaviour support, Jasper was retired from ridden work, and his quality of life was restored. The ABTC practitioner’s involvement prevented further harm, both to Jasper and his human handler.



Case 6 “Flip Him on His Back” — Hugo the Tortoise

A male Hermann’s tortoise was showing natural mating behaviour — nipping shoes and following feet. Online advice told the family to “alpha roll” him and spray water in his face to stop the behaviour. This advice, grounded in dominance theory and misunderstanding of species-specific behaviour, caused Hugo repeated fear and stress. An ABTC Clinical Animal Behaviourist explained the ethology behind the behaviour, assessed the environment, and recommended rehoming to a more suitable setup. Hugo’s welfare improved immediately, and the family were educated on appropriate care.



Case Studies

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These case study examples represent just a handful of the significant number of stories our ABTC registered practitioners come across daily.

These case studies reflect a broken, unregulated system, one where well-meaning owners are misled, and animals suffer.

ABTC exists to change that.



ABTC Reach

ABTC's impact is far-reaching, influencing public understanding, professional development, and national policy on animal welfare.

Here's what your brand can tap into:

- **20,000+** unique website visits each month — by pet owners, vets, and professionals actively seeking qualified help.
- **10,000+** combined social media followers — across Facebook, Instagram and LinkedIn — with strong engagement from trainers, welfare groups, and the animal-loving public.
- LinkedIn visibility to key stakeholders — including policy advisers, veterinary organisations, and education providers.
- We have circa 1000 accredited practitioners on our national register, many with their own large client bases and professional networks.
- Regular features in sector publications, charity newsletters, and event partner platforms.
- Cited in government consultations and official evidence submissions — including DEFRA and the Environment, Food and Rural Affairs Committee.
- We are trusted by the public, respected by professionals, and increasingly recognised by policymakers.



ABTC Impact Report

By working with the ABTC you can benefit from our strong Social Media presence:

Our Message Is Reaching More People Than Ever – Organically

- Total Reach: 238,100 people
- We've doubled our organic reach without spending a single penny on advertising. This shows a genuine connection with our audience and the strength of our cause
- Total Views: 247,100
- Every view reflects growing public interest in the issues we champion – and an opportunity to bring your support into the spotlight

A Community That Cares and Engages

- Content Interactions: 14,600
- From shares and comments to likes and saves, people are not just watching – they're actively engaging with our mission
- Photos Lead the Way:
 - Delivered 194,097 impressions and 11,319 interactions – ideal for high-visibility sponsor recognition and storytelling

Stories That Stick – Long-Form Impact

- 3-Second Views: Up 223.9% – people are stopping to watch our content
- Total Watch Time: Nearly 2 full days, with standout videos receiving over 6 hours of continuous watch time
- Human stories and community voices (eg our work with our sector professionals and lived experience) are driving deep engagement

Opportunities to support

The ABTC is actively seeking financial support from organisations and individuals who we represent, partner with or share the same ethos and drive to change the behaviour and training sector for good.

The financial implications of undergoing the accreditation process leading to regulation will be widespread.

Spreading high standards of education and assessment throughout the industry will result in a better qualified, more competent and accountable workforce.

We forecast costs to complete the UKAS application process to be up to £20,000 across the two stages previously outlined.



Sponsorship

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We have a number of different Sponsorship levels available, each with their own offering and fee:

Standard - £50

- Sponsor badge to add to your socials and website
- ABTC website listing
- Access to ABTC CPD



Bronze - £250

- All of the Standard package
- Feature in our quarterly sponsor spotlight



Silver - £500

- All of the Bronze package
- Promotion on ABTC social media



Gold - £1000

- All of Silver package
- Dedicated ABTC blog feature



Platinum - £5000

- All of Gold package
- Joint press release
- Your logo on ABTC campaign materials
- Priority access to ABTC campaigns and speaking invitations



Contact Information

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The ABTC would welcome the opportunity to discuss sponsorship with you in greater detail!

Please find our contact information below if you would like further information. Scan the QR code to visit our website.



Email

admin@abtc.org.uk

Website

<https://abtc.org.uk>

