



2023 MONTHLY SHELTER SPONSORSHIP OPPORTUNITIES




TIER 1*


The top-level Tier 1 Sponsorship offers the greatest level of visibility to HSC's dedicated audience of supporters. With all the bells and whistles, you're sure to get the attention of HSC's top supporters.

BENEFITS:

- ✓ 4 dedicated social media posts for the month


 51k followers

 7.39k followers


 25.9k followers

 1.04k followers

- ✓ Dedicated advertisement email to HSC's "Adopters" contacts

 ~9k adopters over the last 3 years

- ✓ 1 editorial in HSC e-newsletter

 100-120 words maximum · May include hyperlinks, call-to-action, and lifestyle image from sponsor


- ✓ Logo displays

 HSC Adopt A Dog/Adopt A Cat webpages · HSC Adoption Resource Center lobby TV

- ✓ 2'x4' banner advertisement on outdoor play yard

*Banner design provided by HSC; banner cost to be paid by sponsor

- ✓ Advertisement inserts in all HSC adoption packets

 ~ 300 animals adopted each month

- ✓ Branded hyperlink in HSC Customer Service adoption follow-up emails

PRICING: \$2,500/month

*Not exclusive



RESERVE YOUR MONTH TODAY:

Please contact Meg Doherty at mdoherty@humanecharlotte.org for more information.

TIER 2*

The mid-level Tier 2 Sponsorship gives you advanced levels of engagement at a more affordable price point. This is perfect for any business trying to engage a new audience among Charlotte's animal lovers.

BENEFITS:

- ✓ 2 dedicated social media posts for the month

f 51k followers

t 7.39k followers

ig 25.9k followers

in 1.04k followers

- ✓ Branded hyperlink in HSC Customer Service adoption follow-up emails
- ✓ Advertisement inserts in all HSC adoption packets
 - ♥ ~ 300 animals adopted each month
- ✓ 1 editorial in HSC e-newsletter
 - 📄 100-120 words maximum · May include hyperlinks, call-to-action, and lifestyle image from sponsor
- ✓ Logo displays
 - 🔍 HSC Adopt A Dog/Adopt A Cat webpages · HSC Adoption Resource Center lobby TV



PRICING: \$1,500/month

*Not exclusive

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TIER 3*

The Tier 3 Sponsorship is perfect for those wanting to support the mission of the Humane Society of Charlotte and get a few new customers in the process!


BENEFITS:

- ✓ 1 dedicated social media post per week per channel


 51k followers

 7.39k followers

 25.9k followers

 1.04k followers

- ✓ Advertisement inserts in all HSC adoption packets

 ~ 300 animals adopted each month

- ✓ 1 editorial in HSC e-newsletter



100-120 words maximum · May include hyperlinks, call-to-action, and lifestyle image from sponsor

- ✓ Logo displays



HSC Adopt A Dog/Adopt A Cat webpages ·
HSC Adoption Resource Center lobby TV

PRICING: \$750/month

*Not exclusive



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