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 on all channels
  - 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

- Advertisement inserts in all HSC adoption packets
  - ~300 animals adopted each month

- 1 editorial in HSC e-newsletter sent to our email database of over 42k subscribers
  - 100-120 words maximum · May include hyperlinks, call-to-action, and lifestyle image from sponsor

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

- Logo displays on adoption webpages (Dog and Cat), and Adoption Resource Center lobby TV
  - ~50k average monthly views on adoption webpages

- 2’x4’ banner advertisement on outdoor play yard
  - *Banner design provided by HSC; banner cost to be paid by sponsor

**PRICING:** $2,500/month

*Not exclusive

**RESERVE YOUR MONTH TODAY:**
Please contact Meg Doherty at mdoherty@humanecharlotte.org for more information.
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 on all channels
- 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

**RESERVE YOUR MONTH TODAY:**
Please contact Meg Doherty at mdoherty@humanecharlotte.org for more information.
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 on the channel of your choosing
  - Facebook: 51k followers
  - Twitter: 7.39k followers
  - Instagram: 25.9k followers
  - LinkedIn: 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

RESERVE YOUR MONTH TODAY:

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