



# 2024 SPONSORSHIP OPPORTUNITIES





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# SHELTER SPONSORSHIP 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:

- ✓ Advertisement inserts in all HSC adoption packets

❤️ 300+ animals adopted each month

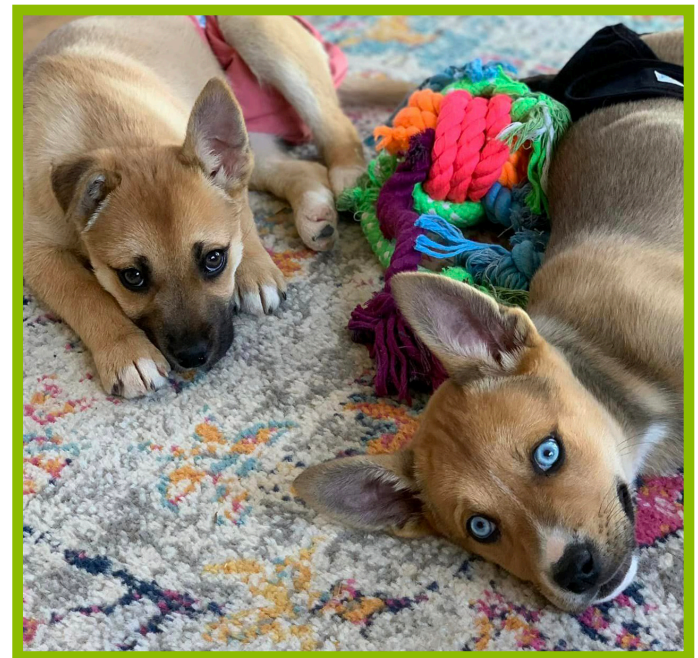
- ✓ Three dedicated social media posts per month on the platform of your choosing (sponsor to provide content)

f 52k followers

📷 28.4k followers

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

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



- ✓ Logo displays

🔍 · HSC Adopt A Dog/Adopt A Cat webpages (220k website page views per month)  
· HSC Animal Resource Center lobby TV  
· HSC Cat Café TV  
· HSC Essential Care Clinic TV

- ✓ 1 editorial in HSC e-newsletter

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

- ✓ Display space on brochure rack in HSC's lobby (literature provided by sponsor)

**ANNUAL SPONSORSHIP**  
**\$2,000 per month**

One-month commitment: \$2,150 per month  
Six-month commitment: \$2,100 per month

\*Not exclusive



**PARTNER WITH US TO HELP ANIMALS IN OUR COMMUNITY TODAY:**

Please contact Meg Doherty at [mdoherty@humanecharlotte.org](mailto:mdoherty@humanecharlotte.org) for more information.


# SHELTER SPONSORSHIP 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:

- ✓ One dedicated social media posts per month on the platform of your choosing (sponsor to provide content)

 51k followers       25.9k followers

- ✓ Branded hyperlink in HSC Customer Service adoption follow-up emails
- ✓ 1 editorial in HSC e-newsletter  
 100 words maximum · May include hyperlinks, call-to-action, and lifestyle image from sponsor

- ✓ Logo displays
  - HSC Adopt A Dog/Adopt A Cat webpages
  - HSC Animal Resource Center lobby TV
- ✓ Display space on brochure rack in HSC's lobby (literature provided by sponsor)



## ANNUAL SPONSORSHIP \$1,250 per month

One-month commitment: \$1,400 per month  
Six-month commitment: \$1,350 per month

\*Not exclusive



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# ADDITIONAL ONSITE SPONSORSHIP OPPORTUNITIES

## WIGGLING WHISKERS SPONSORSHIP

Catch the eye of every visitor to HSC with your Wiggling Whiskers sponsorship.

- ✓ Logo display
  - 🔍 Lobby-facing corner cat suite, everyone's first stop when visiting HSC Adoptions
  - Over 1,000 visitors per month (2 available)

**Annual Sponsorship: \$1,000 per month**

Six-month commitment: \$1,250 per month  
One-month commitment: \$1,500 per month



## WAGGING TAILS SPONSORSHIP

Be the first thing dog lovers see when they visit HSC's Dog Adoptions.

- ✓ Logo display
  - 🔍 Entry door to Dog Adoptions, visible to every visitor and adopter
  - Over 1,000 visitors per month (2 available)

**Annual Sponsorship: \$1,000 per month**

Six-month commitment: \$1,250 per month  
One-month commitment: \$1,500 per month



## HEALTHY PETS SPONSORSHIP

The Purrfect targeted sponsorship with optimum exposure to HSC's Essential Care Clinic clients.

- ✓ Logo display
  - 🔍 Large-screen TV in HSC's Essential Care Clinic
  - Over 1,000 visitors per month
- 🔍 Large-screen TV in Lobby and Cat Adoptions
- Over 1,000 visitors per month (unlimited availability)

**\$500 per month**

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# SPONSOR BENEFITS

Festival attracting over 2,000 people



## PRE-EVENT BENEFITS

	PRESENTING \$15,000	ALPHA DOG \$10,000	FAT CAT \$5,000	THIRSTY PUP BEER GARDEN \$5,000	PROUD PUP \$2,500	EVENT AREAS \$1,000-\$2,500
“Presented by (company name/logo)” as event tagline on all promotions	•					
Recognition in all media releases	•	•				
Logo on distributed promotional material	•	•				
Logo & link in e-newsletter	•	•	•	•		
Announcement of sponsorship on social media	•	•	•	•	•	
Complimentary walk registration	Unlimited	8	5	4	2	
Logo & link on website	•	•	•	•	•	•

## DAY-OF EVENT BENEFITS

Logo on banner at the start/finish line	•	•				
Logo on souvenir dog item	•	•				
Acknowledgment throughout event	•	•	•	•		
Logo on “All Sponsors” banner	•	•	•	•	•	
Logo on event t-shirt	•	•	•	•	•	
15’x10’ vendor space	2	1	1	1	1	1
Logo on event signage	•	•	•	•	•	•

## POST-EVENT BENEFITS

Recognition of support on social media	•	•	•	•		
Logo & link in e-newsletter	•	•	•	•	•	



# SPONSOR BENEFITS

Black-tie affair attracting almost 500 guests

No exclusivity



## VISIBILITY

	DIAMOND \$15,000	RUBY \$10,000	PLATINUM \$7,500	EMERALD \$5,000	SAPPHIRE \$3,500	GOLD \$2,500	SILVER \$1,500
Recognition on all press releases and media pitches	•						
Logo added to all event materials	•						
Logo on event invitations and announcements	•						
Logo and link on all gala promotional emails	•	•					
Logo and link on gala auction site	•	•					
Logo and link on gala landing page	•	•	•	•	•	•	•
Sponsorship mention and tag on social media	•	•	•	•	•	•	•

## NIGHT OF GALA PRESENCE

Opportunity for opening remarks	•						
Opportunity to play a video ad	•						
Verbal recognition from emcees	•	•	•	•	•	•	•
Logo included in AV presentation	•	•	•	•	•	•	•
Ad spread in the virtual/printed program	Two pages	Full page	Full page	Half page	Half page	Half page	Half page
Allotted number of guest tickets	16	10	8	6	4	2	0
Allotted number of dog tickets	2	1	1	1	0	0	0

## POST-EVENT RECOGNITION

Logo featured in e-newsletter	•	•	•	•	•	•	•
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A limited number of area sponsorships are available first come, first serve.  
Please contact [events@humanecharlotte.org](mailto:events@humanecharlotte.org) to learn more.

# OTHER SPONSORSHIP OPPORTUNITIES

## PAINT 4 PAWS

Discover the perfect sponsorship opportunity with the Paint 4 Paws Event! This partnership invites you to align your brand with an inspiring celebration of art, love, creativity, and the invaluable bond between pets and their devoted owners. Join us in creating a feel-good experience that resonates with audiences, showcasing your brand's commitment to fostering connections and celebrating the joyous relationship between humans and their beloved animal companions.



## CAT YOGA

Elevate your brand's impact by partnering with us for Cat Yoga! Your support will not only align your brand with a unique wellness experience but also contribute to the care and rehoming of adorable, adoptable cats. Gain significant exposure through event marketing, social media promotions, and on-site visibility, showcasing your commitment to pets and their people. With various customizable sponsorship levels available, your generosity will directly impact the success of this event while promoting your brand's image and supporting a meaningful cause. Join us in creating lasting impressions and making a difference in the lives of these incredible feline friends—let's make Cat Yoga an unforgettable experience together!



## HOLIDAY PET PORTRAITS

Pictures with Santa and our Winter Wonderland scene come to HSC only once a year, and we invite you to be a part of this merry celebration! This special event offers an incredible sponsorship opportunity for your brand to shine. By partnering with us, you'll directly engage with a festive audience eager to create unforgettable moments with their beloved pets. Your sponsorship will contribute to an experience where attendees will cherish quality time with Santa or our Winter Wonderland scene capturing the perfect photo to embrace the spirit of the season. Join us in making this event a memorable and heartwarming affair, while gaining exposure and connecting with our enthusiastic community of pet lovers and holiday enthusiasts. Let's create magical memories together and make our Holiday Pet Portraits an event to remember. This exclusive sponsorship is \$5,000.



Please contact Kristy Croutwater at [events@humanecharlotte.org](mailto:events@humanecharlotte.org) for more information on these event sponsorships.