

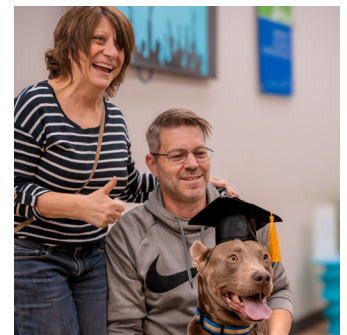


Partnership Opportunities

The Humane Society of Charlotte (HSC) is a private 501(c)(3) non-profit organization that relies on the generous support of our community to advance our mission of improving the lives of pets and the people who care for them. We envision a future where every companion animal has the support, care, and human connection needed to thrive. By partnering with us, you align with a trusted leader in animal welfare and make a lasting impact on pets and their families.

Your support directly funds:

- Adoptions:** Preparing pets to find their new, loving homes and working to reduce shelter overpopulation.
- Accessible Veterinary Services:** Low-cost essential care and spay/neuter for community pets, ensuring they stay healthy and in loving homes.
- Behavioral Support:** Training & resources that set pets and adopters up for lifelong success.

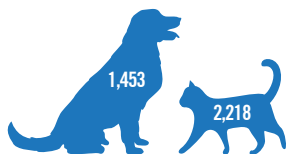


 **Together, we can create a more compassionate community for generations to come.**

Partnering with us means joining a trusted organization dedicated to advancing animal welfare and strengthening the human-animal bond. Partners receive:

- High-visibility recognition and branding opportunities.**
- Customizable volunteer experiences.**
- The confidence that your investment of time, talent, and resources directly supports pets and their people in need.**

2024 FAST FACTS



3,671 pets placed in loving homes

8,434 spay/neuter surgeries
9,552 essential care patients
896 patients supported through **Spay it Forward**



2,738 kids & adults attended **669** educational events and programs

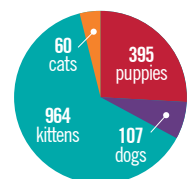
440 hours of group/private dog training classes



525,362 Pet Food Bank meals distributed
1,842 walk-in clients served since opening in March
\$26,745 provided to assist with emergency medical, behavior and training, pet deposits, and temporary boarding needs



227 animals transferred into HSC through HSC's Hurricane Helene disaster response



1,526 animals placed in Foster

Partner Benefits

Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000
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EVENT OPPORTUNITIES

Tickets to Gala • Logo recognition at event, in marketing materials	Full table & Invitation to Exclusive Pre-Pawty	Full table or the Palooza option below	6 tickets or the Palooza option below	2 tickets or the Palooza option below	
Tickets to Pet Palooza • Logo recognition at event, in marketing materials	30	30	15	8	
Event rental space in Education Center					
Invitation to Annual Holiday Party					
Right of First Refusal for additional Event Sponsorships					

EMPLOYEE ENGAGEMENT OPPORTUNITIES

Lunch and Learns with CEO	2	1			
Staff Trip to HSC to Volunteer					
Expert-led tour of HSC's Animal Resource Center					
Professional development opportunities to serve on our committees, board, event committees, etc.					

MARKETING OPPORTUNITIES

Dedicated social media posts highlighting the partnership	12	6	3	Sponsor a "Feature Pet" Social Media post	
				4	2
Link placement on the "sponsors" page of HSC website	Logo	Logo	Logo	Logo	Name
Adoption Packet Insert	Full Page	Half Page			
Branded hyperlink in HSC Customer Service adoption follow-up emails					
Displays with link placement • HSC Adopt A Dog/Adopt A Cat webpage • HSC Animal Resource Center lobby TV • HSC Essential Care Clinic TV	Logo	Logo	Logo	Logo	Name
Check Presentation	Stand-Alone Press Release & social media post	Social media co-post			
Opportunity to film/capture content at the shelter (marketing expert assistance available upon request)					
Custom Brick at Front of Entrance	Large - 8x8"	Small - 4x8"	Small - 4x8"	Small - 4x8"	Small - 4x8"
Small Naming Opportunity (2x5 plaque)					

EDUCATION OPPORTUNITIES

Dog Basics Training Class for everyone at your office	In-person class	Free registration - virtual class	Free registration - virtual class	Free registration - virtual class	Free registration - virtual class
Barkin' Books Club Visit					

2024 STATS

116,290
social media followers

56,648
email subscribers

246,360
page views/month

Questions?

sponsor@humanecharlotte.org