



LARIMER HUMANESOCIETY



SPONSORSHIP OPPORTUNITIES 2020





As a valued business leader, you constantly work to address the needs of our community. Today, I invite your partnership with Larimer Humane Society in an effort to help those without a voice – our companion animals.

Enclosed, you'll find information to partner in our two most prominent events – the Fire Hydrant 5K and Top Cat & Tails Gala – as well as other unique opportunities to leave your mark on this mission. Each opportunity provides your business with exposure to engaged, compassionate supporters, and advances the work of Larimer Humane Society.

Last year, thanks to a network of supporters like you, Larimer Humane Society compassionately cared for nearly 6,500 animals in need. Not one was turned away from our doors.

I invite you to join this network of supporters in 2020. You'll find our latest sponsorship opportunities and promotional benefits here, but we are always willing to discuss customized packages to fit your business' unique goals!

Reserve your spot today, or contact our Development team to discuss your own ideas at 970-530-2948.

With gratitude,

A handwritten signature in white ink that reads "Judith Calhoun". The signature is fluid and cursive, with a large loop at the end of the last name.

Judith A. Calhoun, CFRE, CAWA
CEO



WHO ARE WE?

Newsletter Recipients	10,000 Households
Social Media Followers	19,500
Website Hits	1.8 million
Special Event Fundraising Goal	\$280,000

WHO ARE OUR EVENT SUPPORTERS?

Gender

Female	82%
Male	18%

Place of Residence

Fort Collins	41%
Loveland	24%
Greeley/Windsor	13%
Front Range	19%
Out of State	3%

Age

Under 30	3%
30-49	39%
50-69	48%
70-89	9%
90	1%

Housing

Home Owners	96%
Renters	4%



FIRE HYDRANT 5K & PAWS ON THE PROMENADE EXPO: SATURDAY, MAY 30, 2020

Your business can run with the big (or small) dogs through sponsorship of the 30th Annual Fire Hydrant 5K & Paws on the Promenade Expo! This fun dog and family friendly event will take place at the beautiful Chapungu Sculpture Park at the Promenade Shops at Centerra. Attracting more than 1,000 attendees and expo vendors, the event raises more than \$75,000 for homeless pets!



Important Deadlines for Fire Hydrant 5K Sponsors:

February 28, 2020
Sponsorship deadline: form and business logo must be received to guarantee inclusion in promotional materials.

May 8, 2020
Confirmation for use of expo booth space.

May 15, 2020
Deadline for 1,000 items to be placed in participant goodie bags.

SPONSOR LEVEL BENEFITS

	\$3,000 PRESENTING	\$2,500 PLATINUM	\$1,250 GOLD	\$800 SILVER	\$500 BRONZE
Presenting sponsor acknowledgment throughout event season	X				
Recognition in radio ads	X				
Social media recognition	Customized, individual post	Customized, individual post	2 Event sponsor posts	1 Event sponsor post	
Recognition in print advertisement	X	X	X		
Verbal recognition throughout event by emcee	X	X	X		
Banners displayed throughout event (produced and provided by sponsor)	3	3	2		
Logo or listing on registration brochure	Logo	Logo	Logo	Listing	Listing
Logo or listing in event e-blasts	Logo	Logo	Logo	Listing	Listing
Logo or listing on event poster and event t-shirt	Logo	Logo	Logo	Listing	Listing
Promo item(s) for goodie bag (produced and provided by sponsor)	X	X	X	X	X
Booth space at expo	2	2	1	1	1
Complimentary registrations for walk/run or "cat nap"	10 Registrations	10 Registrations	6 Registrations	4 Registrations	2 Registrations
Recognition in Larimer Humane Society annual report	X	X	X	X	X
Logo or listing in PetSpective newsletter and Larimer Humane Society website	Logo with hyperlink	Logo with hyperlink	Logo	Listing	Listing



Top Cat & Tails *Gala*

TOP CAT & TAILS GALA: SATURDAY, OCTOBER 10, 2020

Larimer Humane Society's largest annual fundraiser, the Top Cat & Tails Gala plays host to the region's most generous and engaged animal supporters. The 22nd Annual Top Cat & Tails Gala will be held at Loveland's luxurious Embassy Suites Hotel and Conference Center, and will feature silent and live auctions, a seated gourmet dinner, and networking opportunities for Northern Colorado's top business and community leaders.



Important Dates for Top Cat & Tails Sponsors:

June 26, 2020

Sponsorship Deadline: Form and business logo must be received to guarantee inclusion in promotional materials.

Saturday, October 10, 2020

22nd Annual Top Cat & Tails Gala

SPONSOR LEVEL BENEFITS

	\$6,000 PRESENTING	\$4,000 PLATINUM	\$2,500 GOLD	\$1,750 SILVER	\$1,000 BRONZE
Presenting sponsor acknowledgment throughout event season	X				
One full-page advertisement in event program	X	X			
Special recognition from event stage	X	X			
Recognition in print advertisement	Logo	Logo			
Logo or listing in event program	Logo	Logo	Logo	Listing	Listing
Logo or listing in event invitations	Logo	Logo	Logo	Listing	
Complimentary tickets to the event	16 tickets	10 tickets	8 tickets	6 Tickets	4 Tickets
Recognition in Larimer Humane Society annual report	X	X	X	X	X
Logo or listing on event website	Logo with hyperlink	Logo with hyperlink	Logo	Listing	Listing
Logo or listing in event e-blasts	Logo	Logo	Listing	Listing	
Logo or listing in in printed PetSpective newsletter	Logo	Logo	Logo	Listing	Listing
Social media recognition	Customized, individual post	Customized, individual post	2 Event sponsor posts	1 Event sponsor post	1 Event sponsor post



PLANT YOUR PAW

Plant Your Paw at Larimer Humane Society by sponsoring the living quarters of our adoptable pets! With both one-year and three-year sponsorship opportunities, your business will make a lasting impression on the thousands of community members that visit our shelter each year. Your sponsorship will include a premium vinyl placard displaying the text, logo or photo of your choosing adhered to one of the enclosures listed below. You will also receive an annual update on your sponsored enclosure's residents, as well as the opportunity to participate in a private shelter tour following the installation of your customized placard.

SPONSORSHIP OPPORTUNITY	DESCRIPTION	QUANTITY AVAILABLE	ANNUAL SPONSORSHIP	3-YEAR SPONSORSHIP
Adoption Cat Condo	Houses one adoptable cat	14	\$750	\$2,000
Adoption Cat Colony	Houses up to 5 adoptable cats with an outdoor "catio" space	5	\$1,500	\$4,000
Adoption Dog Condo	Houses one adoptable dog with an outdoor pavilion space	8	\$2,000	\$5,000



CUSTOM SPONSORSHIP OPPORTUNITIES

No matter your type of business, there is an opportunity for you to partner with Larimer Humane Society. Our team can work with you to identify promotional and branding opportunities that meet your advertising goals. For a private consultation, please contact Amanda Myers at 970.530.2948 or amyers@larimerhumane.org.

Have your own ideas?

There are so many creative and easy ways to support Larimer Humane Society! Below are just a few ways businesses have supported homeless animals:

- » Start a matching gift program and match your employee contributions
- » Kick off a round up program by asking your patrons to round up their transactions to benefit Larimer Humane Society
- » Collect monetary donations for an office jeans day
- » Host your own event
- » Support a donation box at your business



“Poudre Pet & Feed Supply sponsors Larimer Humane Society’s events because we support the hard work they do as an open-admission shelter. They take in every animal in need, whether terminally ill, or aggressive; none are turned away or left to suffer. They have one of the most difficult jobs in animal welfare, and we recognize their challenges and show our appreciation by giving.”

- Karen Horak & Karen Morris
Owners, Poudre Pet & Feed Supply

“At FCVERH we work hard every day to save and improve the lives of beloved pets and their devoted families, and this is why we are proud supporters of Larimer Humane Society. Larimer Humane works hard to save animals in our community, and is committed to finding them loving homes, which pairs with our commitment to provide excellent and loving care to every pet in need who walks through our doors. We are grateful for our partnership with Larimer Humane!”

- Fort Collins Veterinary Emergency & Rehab Hospital



Business Name:

Contact:

Address: City: State: Zip:

Phone: Email:

2020 Annual Sponsorship Package
Save \$500 and Receive Gold-level Recognition!
 Gold-level sponsorship for Fire Hydrant 5K, Gold-level sponsorship for Top Cat & Tails, and the opportunity to sponsor a cat condo for a year. **All for \$4,000 - a \$4,500 value!**

Fire Hydrant 5K & Paws on the Promenade Expo

- Presenting Sponsor \$3,000
- Platinum Sponsor \$2,500
- Gold Sponsor \$1,250
- Silver Sponsor \$800
- Bronze Sponsor \$500

Top Cat & Tails Gala

- Presenting Sponsor \$6,000
- Platinum Sponsor \$4,000
- Gold Sponsor \$2,500
- Silver Sponsor \$1,750
- Bronze Sponsor \$1,000

Plant Your Paw

- Cat Condo \$750
- Cat Colony \$1,500
- Dog Condo \$2,000
- I am interested in a 3-year sponsorship. Please contact me.

Select Payment Type:

Confirmations received without payment will be invoiced

Check
(Please make checks payable to Larimer Humane Society)

Credit Card
Card Number:

Expiration Date:

Name on Card:

Total Amount:

Not Able to Sponsor But Still Want to Participate?

- Please send me more information on becoming a Fire Hydrant 5K vendor.
- Please send me more information about donating to the Top Cat & Tails auction.
- Please use my enclosed donation of \$_____ to support animals in your care.



LARIMER HUMANESOCIETY

MISSION

To further the compassionate, safe, and responsible relationship between animals and people.

VISION

Larimer Humane Society is a trusted, responsive community leader, providing programs and services essential to the high quality of life for animals and people in Northern Colorado.

INTAKE LOBBY HOURS:


MON-FRI 8AM-7PM

SAT/SUN 8AM-5PM


ADOPTION LOBBY HOURS:


MON-FRI 11AM-7PM


SAT/SUN 10AM-5PM

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 Join our email list:
larimerhumane.org

970.226.3647
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