



LARIMERHUMANESOCIETY

# *SPONSORSHIP* **OPPORTUNITIES**

## **2022**

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Through another year of tumultuous change, Larimer Humane Society's doors have remained open to care for over 5,700 shelter animals because of your generosity. Today, I invite you to formalize a partnership with Larimer Humane Society in 2022 to ensure every animal in need continues to receive safe shelter and loving care.

Enclosed, you'll find information about how your business can make an impact for animals in northern Colorado — including sponsorship opportunities for our two flagship events, the Fire Hydrant 5K and Top Cat & Tails Gala. In completing and returning the sponsorship form on the final page, not only will you be making a difference for animals, but your business will gain thousands of impressions while increasing positive brand association and awareness.



As a trusted local business, you know the value and strength of community. I invite you to join our community of dedicated, passionate supporters through the partnership opportunities presented in this booklet. Have a different way you want to get involved? We'd love to discuss customized packages to fit your business's unique goals.

Reserve your partnership opportunity today, or contact our Development team to discuss your ideas at 970-530-2947.

Sincerely,

A handwritten signature in black ink, reading "Judith A. Calhoun".

Judith A. Calhoun, CFRE, CAWA  
Interim CEO

# OUR EVENT SUPPORTERS

## FIRE HYDRANT 5K & EXPO

### GENDER:

Female .....	85%
Male .....	15%

### PLACE OF RESIDENCE:

Fort Collins .....	35%
Loveland .....	24%
Greeley/Windsor .....	10%
Front Range .....	25%
Out of State .....	6%

## TOP CAT & TAILS GALA

### GENDER:

Female .....	79%
Male .....	21%

### PLACE OF RESIDENCE:

Fort Collins .....	57%
Loveland .....	16%
Greeley/Windsor .....	9%
Front Range .....	16%
Out of State .....	2%



# OUR ONLINE AUDIENCE

Newsletter Recipients ..... 14,000

Social Media Followers ..... 22,000

Website Visits ..... 3.35 million



# FIRE HYDRANT 5K & EXPO

**SATURDAY JUNE 4, 2022**

Your business can run with the big (or small) dogs through sponsorship of the 32<sup>nd</sup> Annual Fire Hydrant 5K & Expo! This fun dog and family friendly event will take place at the scenic Spring Canyon Park in Fort Collins. Averaging over 1,000 attendees and expo vendors, the event raises nearly \$75,000 for homeless pets!

## **Important deadlines for sponsors:**

### **FEBRUARY 25, 2022**

Submission of sponsorship form & business logo  
*(to guarantee inclusion in promotional materials)*

### **MAY 9, 2022**

Confirmation for use of expo booth space

### **MAY 13, 2022**

750 items to be placed in participant goodie bags



## SPONSOR LEVEL BENEFITS

	\$4,000 PRESENTING	\$2,500 PLATINUM	\$1,500 GOLD	\$1,000 SILVER	\$500 BRONZE
Presenting sponsor acknowledgment throughout event season	✓				
Recognition in all radio advertisements	✓				
Recognition in all digital advertisements	✓	✓			
Logo and custom coupon on race bibs	✓	✓			
Verbal recognition during the event by emcee	✓	✓	✓	✓	
Recognition on social media	2 customized, individual posts	1 customized, individual post	1 individual sponsor post	2 event sponsor posts	2 event sponsor posts
Recognition in registration brochure	logo	logo	logo	listing	listing
Recognition in event e-blasts	logo	logo	logo	listing	listing
Recognition on event t-shirt	logo	logo	logo	listing	listing
Recognition in printed PetSpective quarterly newsletter	logo	logo	logo	listing	listing
Recognition in e-PetSpective weekly newsletter	logo & hyperlink	logo & hyperlink	logo	listing	listing
Recognition in Larimer Humane Society annual report	✓	✓	✓	✓	✓
Booth space at expo	✓	✓	✓	✓	✓
Promo item(s) per goodie bag <i>(provided by sponsor)</i>	2	2	1	1	1
Complimentary registrations	10	8	6	4	2



# TOP CAT & TAILS GALA

**SATURDAY OCTOBER 22, 2022**

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 24<sup>th</sup> 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 deadlines for sponsors:**

**JULY 8, 2022**

Submission of sponsorship form & business logo  
*(to guarantee inclusion in promotional materials)*

**OCTOBER 16, 2022**

Ticket sales end

Top Cat  Tails  
*Gala*

## SPONSOR LEVEL BENEFITS

	\$7,000 PRESENTING	\$4,000 PLATINUM	\$2,500 GOLD	\$1,750 SILVER	\$1,000 BRONZE
Presenting sponsor acknowledgment throughout event season	✓				
Recognition in digital advertisements	✓				
Gala Party Box sponsor	✓				
Animal video segment sponsor	✓	✓			
Recognition in event invitation	logo	logo	logo		
Verbal recognition during live programming	✓	✓	✓	✓	
One advertisement in event program ( <i>provided by sponsor</i> )	full page	full page	half page	quarter page	
Recognition on social media	2 customized, individual posts	1 customized, individual post	1 individual sponsor post	2 group sponsor posts	2 group sponsor posts
Recognition in cocktail hour slideshow	logo	logo	logo	logo	logo
Recognition in event program	logo	logo	logo	listing	listing
Recognition on event website	logo	logo	logo	listing	listing
Recognition in event e-blasts	logo	logo	logo	listing	listing
Recognition in printed PetSpective quarterly newsletter	logo	logo	logo	listing	listing
Recognition in e-PetSpective weekly newsletter	logo & hyperlink	logo & hyperlink	logo	listing	listing
Gala Party Box swag ( <i>100 promotional items provided by sponsor</i> )	✓	✓	✓	✓	✓
Recognition in Larimer Humane Society annual report	✓	✓	✓	✓	✓
Complimentary tickets to the event	12	10	8	6	4



# BUSINESS PARTNERSHIP

## FOR A MONTH

Promote your business, help animals, and make a positive impact in our community! Become a Business Partner and enjoy one month of visibility across our social media channels, weekly e-newsletters, and animal adoption packets. Only one business will be selected for each month of the calendar year, for a total of twelve Business Partners. Businesses must commit to an investment level of \$1,000 to reserve their spot.

### Business Partner Benefits

*During your assigned month, you'll receive visibility via:*

- » **Animal Adoption Packets:** businesses may provide up to 300 flyers, brochures, or coupons (not to exceed 8.5x11) to be placed in all animal adoption packets. Collateral must be designed, printed, and provided to Larimer Humane Society.
- » **Social Media:** once-weekly social media posts recognizing your business as a supporter. Posts will include a hyperlink and business logo.
- » **E-PetSpective Newsletter:** once-weekly recognition as a supporter in Larimer Humane Society's e-newsletter. E-newsletters will include a hyperlink and business logo.
- » **Custom Opportunities:** Have ideas? Our staff will work with you to coordinate custom opportunities to enhance your Business Partnership month!

## 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:

970.530.2948 / [amyers@larimerhumane.org](mailto: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: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

**FIRE HYDRANT 5K & EXPO**

- ☐ PRESENTING SPONSOR  
\$4,000
- ☐ PLATINUM SPONSOR  
\$2,500
- ☐ GOLD SPONSOR  
\$1,500
- ☐ SILVER SPONSOR  
\$1,000
- ☐ BRONZE SPONSOR  
\$500

**TOP CAT & TAILS GALA**

- ☐ PRESENTING SPONSOR  
\$7,000
- ☐ PLATINUM SPONSOR  
\$4,000
- ☐ GOLD SPONSOR  
\$2,500
- ☐ SILVER SPONSOR  
\$1,750
- ☐ BRONZE SPONSOR  
\$1,000

**BUSINESS PARTNERSHIP**

- ☐ 1 MONTH  
\$1,000

My preferred month is:

\_\_\_\_\_

**EXCLUSIVE OFFER: BECOME A FLAGSHIP SPONSOR AND SAVE 10%**

*Mail in or mention this form when you pledge to sponsor both the Fire Hydrant 5K and Top Cat & Tails Gala to receive 10% off your sponsorship total — that's up to \$1,100 in savings!*

OFFER VALID UNTIL FEBRUARY 25, 2022

**Payment Type:**

- ☐ CHECK  
*Please make checks payable to Larimer Humane Society.*

- ☐ CREDIT CARD

Name on Card:

\_\_\_\_\_

Card Number:

\_\_\_\_\_

Expiration Date:

\_\_\_\_\_

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 Gala Auction.
- ☐ Please use my enclosed donation of \$\_\_\_\_\_ to support animals in your care.

## 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.



**LARIMERHUMANESOCIETY**

**LARIMERHUMANE.ORG**

**970.226.3647**

### **INTAKE & ADOPTION LOBBY HOURS:**

MON-FRI 11am-6pm

SAT-SUN 11am-5pm

 [facebook.com/  
larimerhumane](https://facebook.com/larimerhumane)

 [twitter.com/  
larimerhumane](https://twitter.com/larimerhumane)

 [youtube.com/  
larimerhumane](https://youtube.com/larimerhumane)

 [instagram.com/  
larimerhumanesociety](https://instagram.com/larimerhumanesociety)

 Join our email list:  
[larimerhumane.org](mailto:larimerhumane.org)