



LARIMER HUMANESOCIETY

SPONSORSHIP **OPPORTUNITIES**

2023



Larimer Humane Society's doors are open to more than 7,000 animals every year, thanks to the generous support of our event sponsors and business partners like you. Today, I invite you to officially join us as partners with Larimer Humane Society in 2023 to ensure animals in need continue to receive safe shelter, loving care, and second chances.

Enclosed, you'll find information about how your business can have an impact for animals in northern Colorado – including sponsorship opportunities for our two flagship events, the Fire Hydrant 5K and Top Cat & Tails Gala. Through your partnership, not only will you make a difference for animals, but your business will also 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,

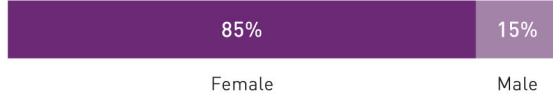
A handwritten signature in black ink that reads "Judith A. Calhoun". The signature is fluid and cursive.

Judith A. Calhoun, CFRE, CAWA
CEO

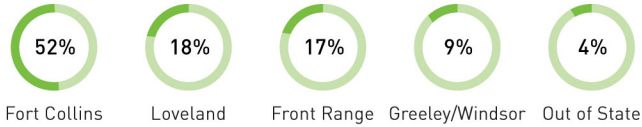
OUR EVENT SUPPORTERS

FIRE HYDRANT 5K & EXPO

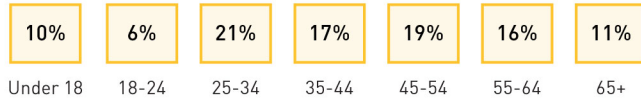
GENDER:



PLACE OF RESIDENCE:

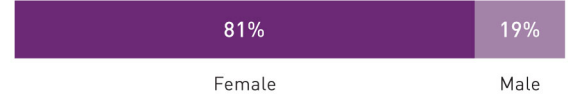


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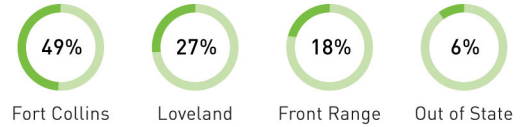


TOP CAT & TAILS GALA

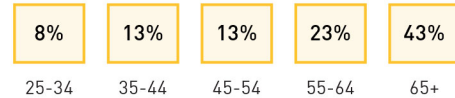
GENDER:



PLACE OF RESIDENCE:



AGE:



OUR ONLINE AUDIENCE

e-Newsletter Recipients: 8,100

Social Media Followers: 23,400

Website Visits: 3.64 million



FIRE HYDRANT 5K & EXPO

SATURDAY JUNE 3, 2023

Your business can run with the big (or small) dogs through sponsorship of the 33rd 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 \$80,000 for homeless pets!



Important deadlines for sponsors:

MARCH 1, 2023

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

MAY 8, 2023

Confirmation for use of expo booth space

MAY 12, 2023

750 items to be placed in participant goodie bags



FH5K SPONSOR BENEFITS



	\$6,000 TITLE <i>(1 available)</i>	\$4,000 PRESENTING	\$2,500 PLATINUM	\$1,500 GOLD	\$1,000 SILVER	\$500 BRONZE
Presentation of Top Dog race & contest awards	✓					
Recognition in all radio advertisements	✓					
Company banner on race arch	✓					
Race packet pick up hosted at company location	✓					
Race bag sponsor	✓					
First right of refusal for 2024 Title sponsorship	✓					
Free 2 hour Community Room rental	✓					
Recognition in all digital advertisements	✓	✓				
Sponsorship of 1 water station		✓				
Recognition on race bibs	logo & custom coupon	logo	logo			
Recognition on social media	2 custom posts	1 custom post	1 individual post	1 individual post	1 group post	
Verbal recognition during the event by emcee	✓	✓	✓	✓	✓	
Recognition in Larimer Humane Society annual report	✓	✓	✓	✓	✓	✓
Invitation to Sponsor Summit	✓	✓	✓	✓	✓	✓
Recognition in e-PetSpective bi-weekly newsletter	large logo & hyperlink	large logo & hyperlink	logo	logo	listing	listing
Recognition in event e-blasts	large logo	large logo	logo	logo	listing	listing
Recognition in printed PetSpective quarterly newsletter	large logo	large logo	logo	logo	listing	listing
Recognition in registration brochure	front cover logo	large logo	logo	logo	listing	listing
Recognition on event t-shirt & website	large logo	large logo	logo	logo	listing	listing
Prime booth space(s) at expo	3	2	1	1	1	1
Branded item(s) per race packet <i>(provided by sponsor)</i>	2	2	2	1	1	1
Complimentary registrations	10 VIP	8 VIP	8	6	4	2
+ ADD-ON VIP tent sponsor <i>(1 available)</i>	\$1,000					



TOP CAT & TAILS GALA

SATURDAY **SEPTEMBER 30, 2023**

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 25th 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:

JUNE 16, 2023

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

SEPTEMBER 16, 2023

Ticket sales end

Top Cat  Tails
Gala

GALA SPONSOR BENEFITS



	\$10,000 TITLE <i>(1 available)</i>	\$6,500 PRESENTING	\$4,000 PLATINUM	\$2,500 GOLD	\$1,500 SILVER	\$1,000 TABLE
Sponsor of Pet Parade during live event	✓					
First right of refusal for 2024 Title sponsorship	✓					
Free 2 hour Community Room rental	✓					
Recognition in all digital advertisements	✓	✓				
Sponsor of animal video during live event		✓				
Recognition in event invitation	large logo	large logo	logo	logo		
Recognition on event website	large logo	large logo	logo	logo	listing	
Recognition in event e-blasts	large logo	large logo	logo	logo	listing	
Recognition in printed PetSpective quarterly newsletter	large logo	large logo	logo	logo	listing	
Recognition in e-PetSpective bi-weekly newsletter	large logo & hyperlink	large logo & hyperlink	logo	logo	listing	
Recognition on social media	2 custom posts	1 custom post	1 individual post	2 group posts	1 group post	
Advertisement in event program	prime, custom full page	custom full page	custom half page	half page	quarter page	
Verbal recognition during live programming	✓	✓	✓	✓	✓	
Recognition in Larimer Humane Society annual report	✓	✓	✓	✓	✓	✓
Invitation to Sponsor Summit	✓	✓	✓	✓	✓	✓
Recognition in event program and slideshow	large logo	large logo	logo	logo	listing	listing
Complimentary tickets to the event	16	12	10	6	4	8
+ ADD-ON Cocktail sponsor <i>(1 available)</i>	\$1,000					
+ ADD-ON Pawty favor sponsor <i>(1 available)</i>	\$1,000					



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 from our marketing channels and collateral. Plus, Larimer Humane Society staff will bring a shelter animal to your business for a staff group photo. Only one business will be selected for each month of the calendar year, for a total of twelve Business Partners. Businesses must commit to a \$1,000 contribution to reserve their spot.

Business Partner Benefits *During your assigned month, you'll receive visibility and recognition via:*

- ✓ **Animal Adoption Packets:** Businesses may provide up to 300 promotional materials (*not to exceed 8.5"×11"*) to be placed in all animal adoption packets. Collateral must be designed, printed, and provided to Larimer Humane Society.
- ✓ **Guest Blog Post:** You may provide one guest blog post covering an animal-related topic of your choice (*subject to approval*).
- ✓ **Social Media:** bi-weekly social media posts recognizing you as a supporter (*hyperlink and business logo included*). Larimer Humane Society will also re-share one of your company's social media posts (*subject to approval*).
- ✓ **E-PetSpective Newsletter:** recognition as a sponsor in Larimer Humane Society's e-newsletter. E-newsletters will include a hyperlink and business logo, and are sent to 8,100 supporters.
- ✓ **Invitation to Sponsor Summit:** Join us for a behind-the-scenes shelter tour, food, and networking with local businesses (*see page 10*).
- ✓ **Recognition on Larimer Humane Society's website and listing in the Annual Report**
- ✓ **Custom opportunities:** We 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 Jessica Velthuis:

970.530.2947 / jvelthuis@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 Bring Your Dog to Work Day
- » Host your own event
- » Support a donation box at your business



SPONSOR SUMMIT

At Larimer Humane Society, our sponsors are integral partners to completing our life-saving mission work. That's why we're inviting all sponsors and business partners to join us for an event to celebrate and network with local, like-minded business owners. From pet food suppliers to general contractors, Larimer Humane Society's community of business partners is a diverse group that comes together to make a difference, and we want to say thank you!

Your team will also get a behind-the-scenes tour of the shelter facilities to learn more about the impact of your support. Invitation to the Sponsor Summit is open to any 2023 level sponsorship – from FH5K to TCT to a monthly business partner, so be sure to pledge your sponsorship today!



Business Name: _____

Your Name: _____

Phone: _____ Email: _____

Address: _____ City: _____ State: ____ Zip: _____

FIRE HYDRANT 5K & EXPO

- TITLE SPONSOR (1 available)
\$6,000
- PRESENTING SPONSOR
\$4,000
- PLATINUM SPONSOR
\$2,500
- GOLD SPONSOR
\$1,500
- SILVER SPONSOR
\$1,000
- BRONZE SPONSOR
\$500

TOP CAT & TAILS GALA

- TITLE SPONSOR (1 available)
\$10,000
- PRESENTING SPONSOR
\$6,500
- PLATINUM SPONSOR
\$4,000
- GOLD SPONSOR
\$2,500
- SILVER SPONSOR
\$1,500
- TABLE 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 \$1,050 in savings!

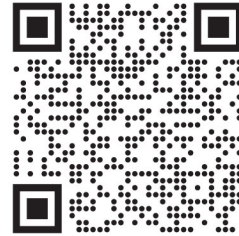
OFFER VALID UNTIL MARCH 1, 2023

Payment Type:

- CHECK

Please make checks payable to Larimer Humane Society.

- CREDIT CARD/INVOICE



Interested in more ways to get involved?

- Please send me information about Corporate Service Days at Larimer Humane Society
- Please send me information about renting the Community Room at Larimer Humane Society for my business
- 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 HOURS:

MON-FRI 9am-6pm
SAT & SUN 9am-5pm

ADOPTION HOURS:

MON, WED & FRI 11am-6pm
TUES & THURS 1pm-6pm
SAT & SUN 10am-5pm

