

NOCO
HUMANE

2024
SPONSORSHIP
OPPORTUNITIES



NOCO Humane (formerly Larimer Humane Society and the Humane Society of Weld County) is gearing up for an impactful 2024, with expectations to assist over 10,000 animals in need across our Larimer and Weld Campuses. Support from our business partners and community sponsors like you has been vital, providing safe shelter, expert medical care, and second chances for pets in our community. Today, I invite you to join us in this impactful work in 2024.

Check out the enclosed information on sponsorship opportunities, including our flagship events: the Fire Hydrant 5K and Top Cat & Tails Gala. Your involvement not only transforms the lives of animals but also amplifies your positive influence within our community.

As a trusted local business, we invite you to join our network of passionate supporters and learn

how your partnership can make a difference. Or, if you have something else in mind, we'd love to discuss customized packages to align with your business's unique goals.

To secure your partnership for 2024, or if you have any questions, please contact our Development team at events@nocohumane.org or 970-530-2947.

Thank you for your consideration. We are excited about the positive impact we can create together in 2024.

Best,

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

Judith A. Calhoun, CFRE, CAWA
CEO



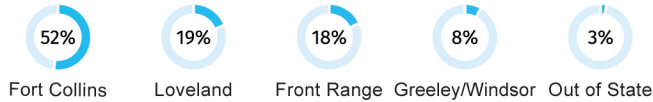
OUR EVENT SUPPORTERS

FIRE HYDRANT 5K & EXPO

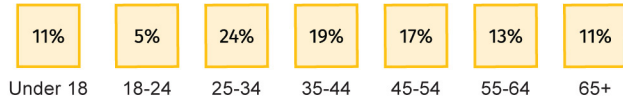
GENDER:



PLACE OF RESIDENCE:

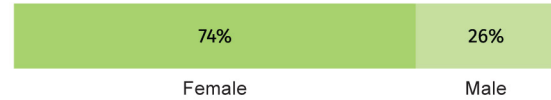


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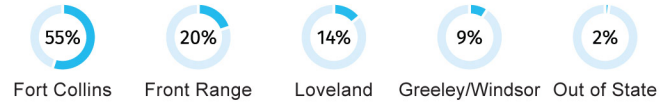


TOP CAT & TAILS GALA

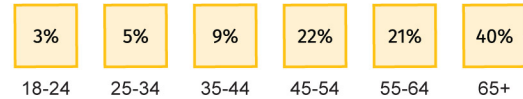
GENDER:



PLACE OF RESIDENCE:



AGE:



OUR ONLINE AUDIENCE

e-Newsletter Recipients: **10,000**

Social Media Followers: **25,444**

Website Visits: **3.8 million annually**

FIRE HYDRANT 5K & EXPO



SATURDAY JUNE 1, 2024

Your business can run with the big (or small) dogs through sponsorship of the 34th Annual Fire Hydrant 5K & Expo! This fun dog and family friendly event takes place at the scenic Spring Canyon Park in Fort Collins. Averaging nearly 1,000 attendees and expo vendors, the event raises close to \$100,000 for homeless pets!

IMPORTANT DEADLINES FOR SPONSORS:

FEBRUARY 16, 2024

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

MAY 6, 2024

Confirmation for use of expo booth space

MAY 10, 2024

850 items to be placed in participant goodie bags



FH5K SPONSOR BENEFITS

	Sold \$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	✓					
Exclusive advertising partner	✓					
Company banner on race arch	✓					
Race packet pick up hosted at company location	✓					
Race bag sponsor	✓					
First right of refusal for 2025 Title sponsorship	✓					
Free Group Service Day	✓	✓				
Sponsorship of 1 water station		✓				
Recognition on race bibs	logo & custom coupon	logo & coupon	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 NOCO Humane annual report	✓	✓	✓	✓	✓	✓
Invitation to Sponsor Summit	✓	✓	✓	✓	✓	✓
Recognition on event t-shirt, website, and in event e-blasts	large logo	large logo	logo	logo	listing	listing
Recognition in registration brochure	front cover logo	large logo	logo	logo	listing	listing
Recognition in printed PetSpective quarterly newsletter	large logo	large logo	logo	logo	listing	listing
Recognition in e-PetSpective bi-weekly newsletter	large logo & hyperlink	large logo & hyperlink	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
Registrations included	10 VIP	8 VIP	8	6	4	2
+ ADD-ON VIP tent sponsor <i>(1 available)</i>	\$1,000					

TOP CAT & TAILS GALA

TOP CAT & TAILS
Gala

SATURDAY OCTOBER 5, 2024

NOCO Humane's largest annual fundraiser hosts distinguished guests and animal lovers alike from across our region for a night of generosity and celebration. The 26th annual Top Cat & Tails Gala will be held at Loveland's Embassy Suites Hotel and Conference Center, and will feature silent and live auctions, a seated dinner, and networking opportunities for northern Colorado's top business and community leaders.

IMPORTANT DEADLINES FOR SPONSORS:

JUNE 21, 2024

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

SEPTEMBER 21, 2024

Ticket sales end



GALA SPONSOR BENEFITS

	Sold \$10,000 TITLE <i>(1 available)</i>	\$6,500 PRESENTING	\$4,000 PLATINUM	\$2,500 GOLD	\$1,750 SILVER	\$1,250 TABLE
Sponsor of Pet Parade during live event	✓					
Exclusive advertising partner	✓					
First right of refusal for 2025 Title sponsorship	✓					
Sponsor of animal video during live event		✓				
Recognition in event invitation	large logo	large logo	logo	logo		
Advertisement in event program	prime, custom full page	custom full page	custom half page	half page	quarter page	
Recognition on event website and 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	
Verbal recognition during live programming	✓	✓	✓	✓	✓	
Recognition in NOCO Humane annual report	✓	✓	✓	✓	✓	✓
Invitation to Sponsor Summit	✓	✓	✓	✓	✓	✓
Recognition in event program and slideshow	large logo	large logo	logo	logo	listing	listing
Number of tickets included	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. One business will be selected for each month of the calendar year, for a total of twelve Business Partners. Businesses must commit a \$1,000 minimum contribution to reserve their spot.



PARTNER BENEFITS

	\$1,000 Promotion at Larimer or Weld Campus <i>(location of your choice)</i>
e-Newsletter sponsor	Exclusive sponsorship of one monthly e-newsletter featuring the sponsor's ad
Staff photo with a shelter animal	Sponsor receives a photo session with a shelter animal for use in promotional materials
Inclusion of an insert in the adoption packet	Provide up to 350 promotional materials to be included with the adoption packets at the shelter campus of your choice
Logo on website	Sponsor's logo displayed on the website
Social media posts and reshared post	Two social media posts highlighting the sponsor's support, and one reshared post from the sponsor
Invitation to Sponsor Summit	Exclusive invite, allowing the sponsor to network with other partners and gain insights into shelter operations
Guest blog post	Contribution of one blog post on the shelter's website
Impact metrics	Report at the end of your partnership month on the collective impact of your contribution
	\$1,500 Promotion at Both Campuses
Insert in both campuses' adoption packets	Provide up to 700 promotional materials to be included in adoption packets, along with all benefits listed above
Multi-campus recognition	Prominent recognition at both shelter campuses to emphasize your support



CUSTOM **OPPORTUNITIES**

No matter your type of business, there is an opportunity for you to partner with NOCO Humane. Our team can work with you to identify promotional and branding opportunities that meet your advertising goals. For a private consultation, please contact our Development team: **970.530.2947 / events@nocohumane.org**

HAVE YOUR OWN IDEAS?

There are so many creative and easy ways to support NOCO Humane! Below are just a few ways businesses have supported animals in northern Colorado:

- » Start a matching gift program and match your employee contributions
- » Collect monetary donations for an office Bring Your Dog to Work Day
- » Host your own event
- » Create enrichment items for pets as a team, then drop off at one of our shelters
- » Kick off a round up program by asking your patrons to round up their transactions to benefit NOCO Humane

SPONSOR **SUMMIT**

At NOCO Humane, our sponsors are integral partners in carrying out our life-saving mission work. All sponsors and business partners are invited to join us for an event to celebrate your collective impact and network with local, like-minded business owners. From pet food suppliers to general contractors, NOCO Humane'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 our Larimer Campus to learn more about the impact of your support. Invitation to the Sponsor Summit is open to any 2024 level sponsorship, 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 **Sold**

- 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 **Sold**

- PRESENTING SPONSOR**
\$6,500
- PLATINUM SPONSOR**
\$4,000
- GOLD SPONSOR**
\$2,500
- SILVER SPONSOR**
\$1,750
- TABLE SPONSOR**
\$1,250

BUSINESS PARTNERSHIP

- 1 MONTH**
\$1,000
 - Larimer Campus
 - Weld Campus
- 1 MONTH**
\$1,500 – Both Campuses

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!

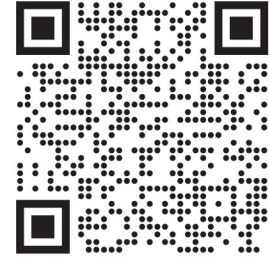
Offer valid until March 1, 2024

PAYMENT TYPE:

- Check

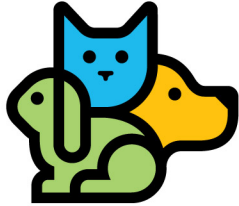
Please make checks payable to NOCO Humane

- Credit card or invoice



INTERESTED IN MORE WAYS TO GET INVOLVED?

- Please send me information about Group Service Days at NOCO Humane
- Please send me information about renting the Community Room at NOCO Humane for my business
- Please use my enclosed donation of \$_____ to support animals in your care



NOCO
HUMANE

NOCOHUMANE.ORG

LARIMER CAMPUS

3501 E 71ST Street
Loveland, CO 80538
970.226.3647

WELD CAMPUS

1620 42ND Street
Evans, CO 80620
970.506.9550

MISSION

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

VISION

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

6,610 animals received care

1,492 families reunited

3,871 families created