

NOCO
HUMANE

2025
SPONSORSHIP
OPPORTUNITIES



This coming year, **NOCO Humane** will assist **over 10,000 animals in need** across our Larimer and Weld Campuses, providing life-saving shelter, expert medical care, and second chances for pets throughout the community. Thanks to the continued support of business partners and sponsors like you, we've been able to create lasting change for animals and their families.

As we look ahead to **2025**, I invite you to join us once again in this meaningful mission. Together, we can make an even greater impact on the lives of pets and people in our community.

Inside, you'll find details on **our exciting partnership opportunities**, including our flagship events: **Rise & Rescue**, the **Fire Hydrant 5K**, and the **Top Cat & Tails Gala**. By partnering with NOCO Humane, you'll not only help transform the lives of animals, but you'll also elevate your business's positive influence within the community. As a valued local business, we encourage you to

join our passionate network of supporters and discover how your involvement can truly make a difference.

If you have a creative idea or want something more customized, we'd love to collaborate and design a **personalized sponsorship package** that aligns with your business's unique goals. To secure your partnership for **2025** or if you have any questions, please contact our Development team at **events@nocohumane.org** or **970-530-2947**.

Thank you for your continued support. We're excited about the possibilities ahead and the impact we can make together in 2025!

Best,

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

Judith A. Calhoun, CFRE, CAWA
CEO

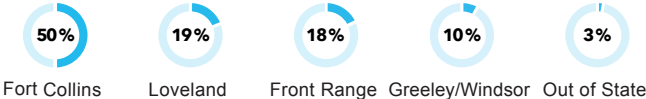
OUR EVENT SUPPORTERS

FIRE HYDRANT 5K & EXPO

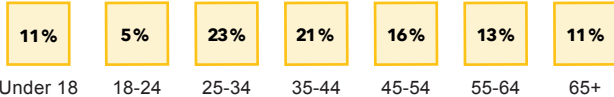
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PLACE OF RESIDENCE:



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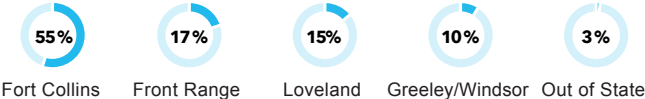


TOP CAT & TAILS GALA

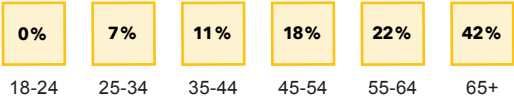
GENDER:



PLACE OF RESIDENCE:



AGE:



OUR ONLINE AUDIENCE

e-Newsletter Recipients: 11,400

Social Media Followers: 25,444

Website Visits: 4 million annually

RISE & RESCUE

THURSDAY MARCH 20, 2025

NOCO Humane invites your business to sponsor Rise & Rescue, a special breakfast fundraiser dedicated to providing in-depth updates on our expanding work in Weld County. Held at the DoubleTree by Hilton Greeley at Lincoln Park, this event is an opportunity to connect with local community leaders, animal lovers, and key supporters, all while championing our life-saving efforts.

IMPORTANT DEADLINES FOR SPONSORS:

JANUARY 3, 2025

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

MARCH 7, 2025

Ticket registration closes



<i>R&R</i> SPONSOR BENEFITS	\$2,500 GOLDEN GUARDIAN	\$1,500 RADIANT RESCUER
Recognition on event invitation	✓	
Verbal recognition during live programming	✓	
Advertisement in printed event program	Half Page	Quarter Page
Recognition on event website	Logo (Hyperlinked)	Logo
Recognition on social media	Custom Post	✓
Recognition in event program & slide show	✓	✓
Invitation to Sponsor Summit	✓	✓

FIRE HYDRANT 5K & EXPO



SATURDAY MAY 31, 2025

Your business can run with the big (or small) dogs through sponsorship of the 35th 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 over \$100,000 for homeless pets!

IMPORTANT DEADLINES FOR SPONSORS:

FEBRUARY 3, 2025

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

MAY 22, 2025

Confirmation for use of expo booth space

MAY 9, 2025

900 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	✓					
Exclusive advertising partner	✓					
Company banner on race arch <i>(provided by sponsor)</i>	✓					
Race packet pick up hosted at company location	✓					
Race bag sponsor	✓					
First right of refusal for 2026 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	✓	✓	✓	✓	✓	
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	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
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 4, 2025

NOCO Humane's largest annual fundraiser hosts distinguished guests and animal lovers from across our region for a night of generosity and celebration. The 27th 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 20, 2025

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

SEPTEMBER 20, 2025

Ticket sales end



GALA SPONSOR BENEFITS

	\$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 Social during live event	✓					
Exclusive advertising partner	✓					
First right of refusal for 2026 Title sponsorship	✓					
Sponsor of animal video during live event		✓				
Recognition in event invitation	large logo	large logo	logo	logo		
Recognition in printed 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 & hyperlink	large logo	large logo	medium logo	small logo	
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	✓	✓	✓	✓	✓	
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

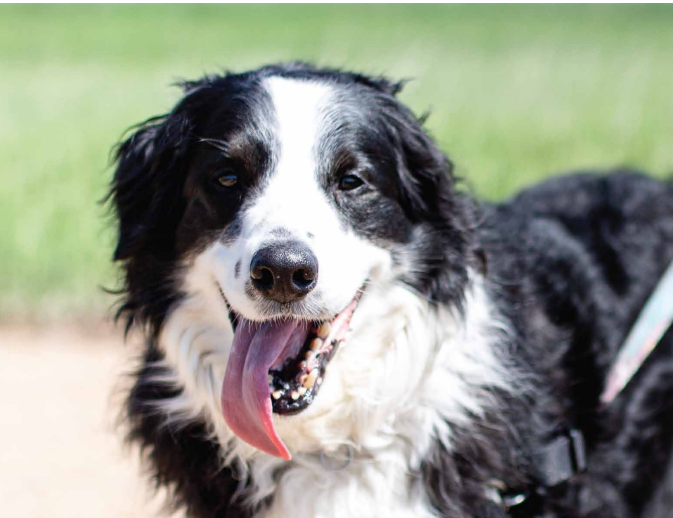
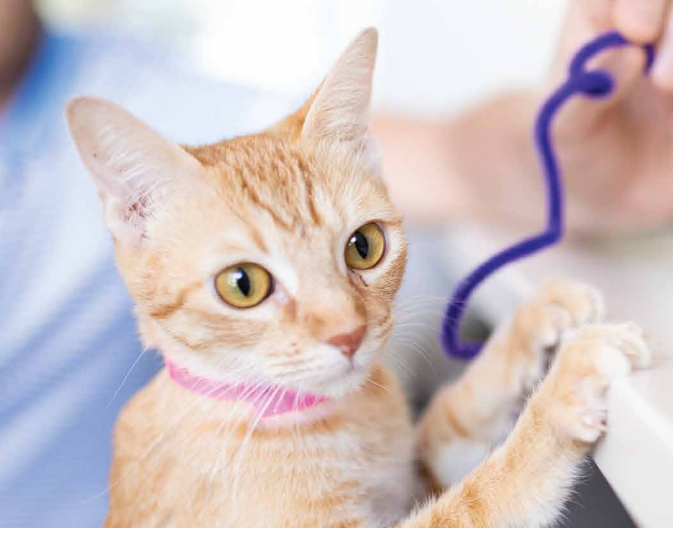
FOR A MONTH

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, per location. Businesses must commit to 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 (Dimensions: 836 x 280px)
Insert in the adoption packet	Provide up to 300 promotional materials to be included with the adoption packets at the shelter campus of your choice
Logo on NOCO Humane homepage	Sponsor's logo displayed on the NOCO Humane homepage
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 600 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
Staff photo with a shelter animal	Sponsor receives a photo session with a shelter animal for use in promotional materials



CUSTOM **OPPORTUNITIES**

No matter your type of business, there is an opportunity for us to partner with you. 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@noco humane.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

GROUP SERVICE

NOCO Humane's Group Service Day program offers local businesses and organizations a unique opportunity to give back to the community by volunteering as a team. Groups will receive a behind-the-scenes tour of the Larimer Campus, take part in a hands-on service project that directly supports animals' wellbeing, and have a meet-and-greet with an adoptable animal. Whether you're looking for a one-day experience or an ongoing partnership, Group Service Days are a fun and impactful way to engage with NOCO Humane and make a difference. Join us in creating a brighter future for animals in need!



*Scan the QR Code for
more information*





BANNER STRONG
HEALTHCARE
HEROES

Summer

BANNER HEARTWAY

BANNER HEARTWAY

BANNER HEARTWAY

BANNER HEARTWAY

BANNER HEARTWAY

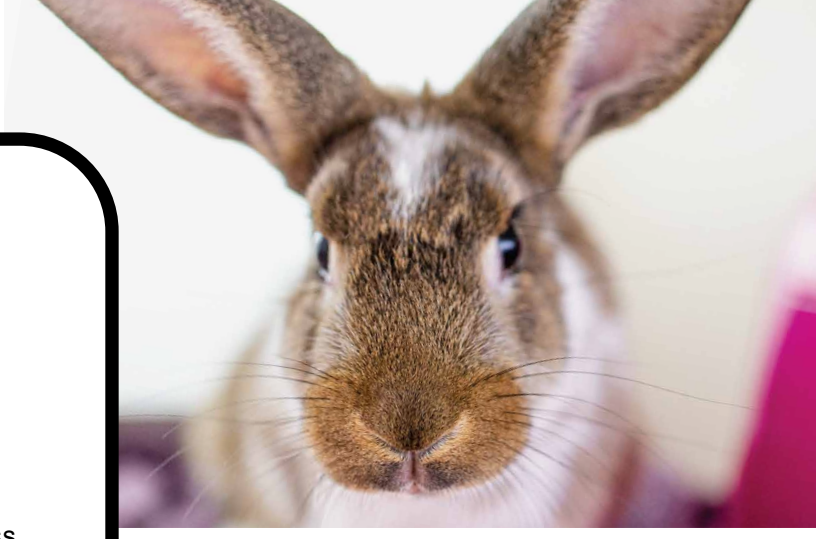
BANNER HEARTWAY



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 2025 level sponsorship, so pledge your sponsorship today!



Business name: _____

Your name: _____

Phone: _____ Email: _____

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

RISE & RESCUE

- GOLDEN GUARDIAN**
\$2,500
- RADIANT RESCUER**
\$1,500

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**
\$1,750
- 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!

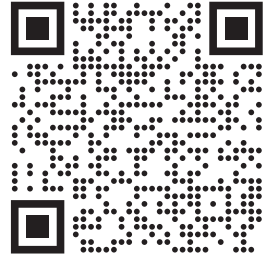
Offer valid until March 1, 2025

PAYMENT TYPE:

- Check

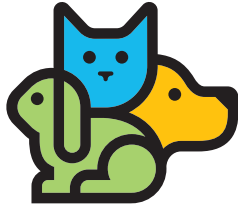
Please make checks payable to NOCO Humane

- 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 East 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.

10,000 *animals received care*

2,600 *families reunited*

5,000 *families created*