



Longmont
**Humane
Society**

2023 Sponsorship Opportunities





"The generosity of our donors and partners make our work possible, because we are 100% funded by our local sponsors, donors and the municipalities we serve."

Although much has changed in the 50 years that Longmont Humane Society has served our community, our gratitude for our staff, volunteers, donors and sponsors is constant.

Our commitment to the mission of caring, serving and educating to improve the lives of companion animals is, if anything, expanding. We are always exploring new ways to enhance the lives of animals and the people who love them.

I invite you to partner with us in 2023 to help us continue this important work. This packet contains ways you and your business can make a meaningful difference through sponsorships and partnerships.

Not only will you support the animals in our care, but you'll demonstrate your commitment through a positive brand association and awareness generated by impressions throughout the community and beyond.

So please explore the possibilities enclosed, and let us know how you'd like to be involved. Or, reach out to us to explore an idea we haven't thought of yet!

We'd love to talk with you about partnership opportunities that work for you and your business.

Sincerely,

Darlene Coker
Board Chair

Who we are

Longmont Humane Society believes that it is our responsibility to safeguard the physical and behavioral well-being of the animals in our care as well as in our community. This commitment to best practices in animal welfare is carried throughout all of our programs and services.

Mission

Caring, serving, and educating to improve the lives of companion animals.

Our online audience

SOCIAL MEDIA FOLLOWERS....23,762*

NEWSLETTER RECIPIENTS.... 12,433

WEBSITE VISITS.... 60,507*

*COMBINED INSTAGRAM & FACEBOOK *AVERAGE PER 6 MONTH PERIOD



@longmonthumanesociety



@longmonthumanesocietyofficial



longmonthumane.org



March 18, 2023

Homeward Bound

Our exciting gala fundraiser is an annual favorite event. Featuring a thoughtfully curated Silent Auction and Live Auction, this evening generates the most revenue of all of our events. Friends gather to dress up, eat, drink, and socialize while supporting our mission!

Deadline for sponsors:
February 24, 2023



Homeward Bound Sponsorship Levels

	PAW PARTNER \$250	PET PAL \$500	BEST FRIEND \$1000	TRUE COMPANION \$2500	GUARDIAN ANGEL \$5000
Logo and Link on Event Webpage	✓	✓	✓	✓	✓
Logo In Event Slideshow	✓	✓	✓	✓	✓
Recognition in Printed Program	✓	✓	✓	✓	✓
Listing in Annual Report		✓	✓	✓	✓
Logo In Printed Advertisements			✓	✓	✓
Feature Recognition at Event				✓	✓
Special Social Media Post				✓	✓
Complimentary Event Tickets			2	4	6

Putts For Mutts Fox Hill Golf Club

August 7
2023

Our first golf tournament promises to be a real "hole-in-one" fundraiser that you won't want to miss!

Important deadline for sponsors:

JUNE 15, 2023

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



Putts For Mutts Sponsorship Levels

	TEE SPONSOR \$250	PET PAL \$500	BEST FRIEND \$1000	TRUE COMPANION \$2500	GUARDIAN ANGEL \$5000
Logo and Link on Event Webpage	✓	✓	✓	✓	✓
Logo In Event Signage	✓	✓	✓	✓	✓
Marketing Item in Registration Packet		✓	✓	✓	✓
Listing in Annual Report			✓	✓	✓
Logo In Printed Advertisements			✓	✓	✓
Feature Recognition at Event				✓	✓
Special Social Media Post				✓	✓
Complimentary Event Registration			1	2	4



Oktoberfest

September 23, 2023

Thompson Park

We love Longmont and Longmont loves a fun family-friendly festival! After celebrating our 50th anniversary, bringing back a beloved tradition seemed like the best way to thank our community for the support. We will bring local food, drinks, and live music to Thompson Park, and feature some pet-forward vendors and activities as well!

Important deadlines for sponsors:

AUGUST 11, 2023

Submission of sponsorship form and logo

SEPTEMBER 1, 2023

Confirmation of Expo booth space

Oktoberfest Sponsorship Levels

	PAW PARTNER \$250	PET PAL \$500	BEST FRIEND \$1000	TRUE COMPANION \$2500	GUARDIAN ANGEL \$5000
Logo and Link on Event Webpage	✓	✓	✓	✓	✓
Expo Booth Space	✓	✓	✓	✓	✓
Complimentary Event Tickets		2	4	4+2 VIP	6+ 4 VIP
Mention on Stage		✓	✓	✓	✓
Listing in Annual Report			✓	✓	✓
Logo In Printed Advertisements			✓	✓	✓
Feature Recognition at Event				BANNER	STAGE
Special Social Media Post				✓	✓

October 7 2023

Paws in the Park

Boulder County Fairgrounds Park

Our annual 5k race and pet walk returns bigger than ever this year! Registration and individual fundraising will begin June 1 and we will "race" to our goal throughout the summer.



Important deadlines for sponsors:

JUNE 1, 2023

Submission of sponsorship form and logo to guarantee inclusion on Event Page at launch.

You may still be added anytime!

SEPTEMBER 8, 2023

Confirmation of Expo booth space

Paws In the Park Sponsorship Levels

	PAW PARTNER \$250	PET PAL \$500	BEST FRIEND \$1000	TRUE COMPANION \$2500	GUARDIAN ANGEL \$5000
Logo and Link on Event Webpage	✓	✓	✓	✓	✓
Expo Booth Space	✓	✓	✓	✓	✓
Marketing Item in Registration Packet		✓	✓	✓	✓
Listing in Annual Report			✓	✓	✓
Logo In Printed Advertisements			✓	✓	✓
Feature Recognition at Event				✓	✓
Special Social Media Post				✓	✓
Complimentary Event Registration			2	4	8

Custom Sponsorship Opportunities

Businesses of all shapes and sizes have the opportunity to get involved in our mission. The following are just a few examples. Please contact Events and Outreach Coordinator, Emmy Delis at edelis@longmonthumane.org for planning details and further information.

EXAMPLE #1

Co-host a fundraiser with a local bar or restaurant

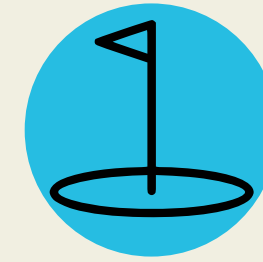
EXAMPLE #2

Hold a donation drive at your business

EXAMPLE #3

Sponsor a 50/50 split raffle

Annual Sponsorsip



	ADVOCATE \$1,000	CHAMPION \$2,500	WARRIOR \$5,000	PROTECTOR \$7,500	HERO \$10,000
Recognition in Bi-Monthly E-Newsletter	✓	✓	✓	✓	✓
Listing in Annual Report	✓	✓	✓	✓	✓
Logo In Printed Advertisements	✓	✓	✓	✓	✓
Permanent Feature on Lobby & Waiting room slideshow		✓	✓	✓	✓
Permanent Feature on LHS Website			✓	✓	✓
Sponsored merchandise rack in Boz's place			✓	✓	✓
Logo on promotional t-shirts				2 shirts	4 shirts
Tile on memorial wall				Medium tile	Large tile with picture



***What are your next steps
toward being a partner of
Longmont Humane Society?***

Annual Shelter Sponsorship:

Cliff Cullen

Deputy Director

9595 Nelson Rd.

Longmont, CO 80501

303-772-1232 ext. 288

ccullen@longmonthumane.org

Event Sponsorship:

Emmy Delis

Events and Outreach Coordinator

9595 Nelson Rd.

Longmont, CO 80501

303-772-1232 ext. 223

edelis@longmonthumane.org

We thank you for your continued support in our efforts to improve the lives of companion animals.