



Longmont  
**Humane  
Society**

# 2024 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 2024 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....25,783\*

NEWSLETTER RECIPIENTS.... 23.2K

WEBSITE VISITS.... 147K\*\*

\*COMBINED INSTAGRAM & FACEBOOK \*\*AVERAGE PER 6 MONTH PERIOD



@longmonthumanesociety



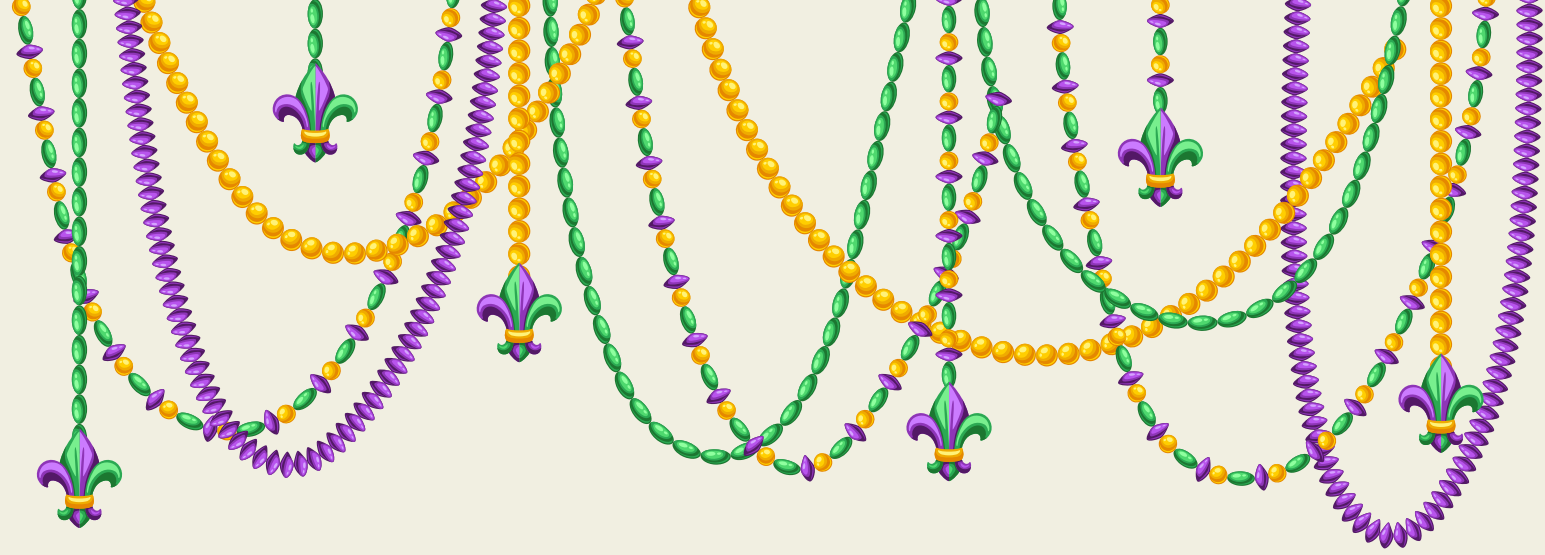
@longmonthumanesocietyofficial



longmonthumane.org

# Homeward Bound

February 10, 2024  
The St. Vrain event venue  
Longmont, CO



Our exciting gala fundraiser is an annual favorite, returning this year all dressed up for Mardi Gras! Featuring a thoughtfully curated Silent Auction and Live Auction, this evening will generate the most revenue of all of our events.

Friends gather to dress up, eat, drink, and socialize while supporting our mission!

**Deadline for sponsors:  
January 26, 2023**



# Homeward Bound Sponsorship Levels

	<b>PAW PARTNER</b> \$250	<b>PET PAL</b> \$500	<b>BEST FRIEND</b> \$1000	<b>TRUE COMPANION</b> \$2500	<b>GUARDIAN ANGEL</b> \$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			<b>2</b>	<b>4</b>	<b>6</b>



**JULY 8, 2024**  
**Fox Hill Golf Club**  
**Longmont, CO**

Our first golf tournament was such a "hole-in-one" that we decided to turn it into an annual event!

This tournament includes 18 holes, drawings, and a raffle during Happy Hour in the clubhouse.

**Important deadlines for sponsors:**

Logos for inclusion in print ads **JUNE 7, 2024**

Tee Sponsor Logos due **JUNE 21, 2024**



# 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



September 21, 2024

Thompson Park  
Longmont, CO

We love Longmont, and Longmont  
loves fun family-friendly festivals!



Hosting a beloved tradition like Longmont Oktoberfest  
feels like the best way to thank our community  
for their continued support of LHS.

We will bring local food, drinks,  
and live music to Thompson Park,  
while featuring pet-forward vendors  
and activities as well!



*Important deadlines for sponsors:*

**AUGUST 23, 2024**

Submission of sponsorship form and logo

**SEPTEMBER 6, 2024**

Confirmation of Expo booth space



# Oktoberfest Sponsorship Levels

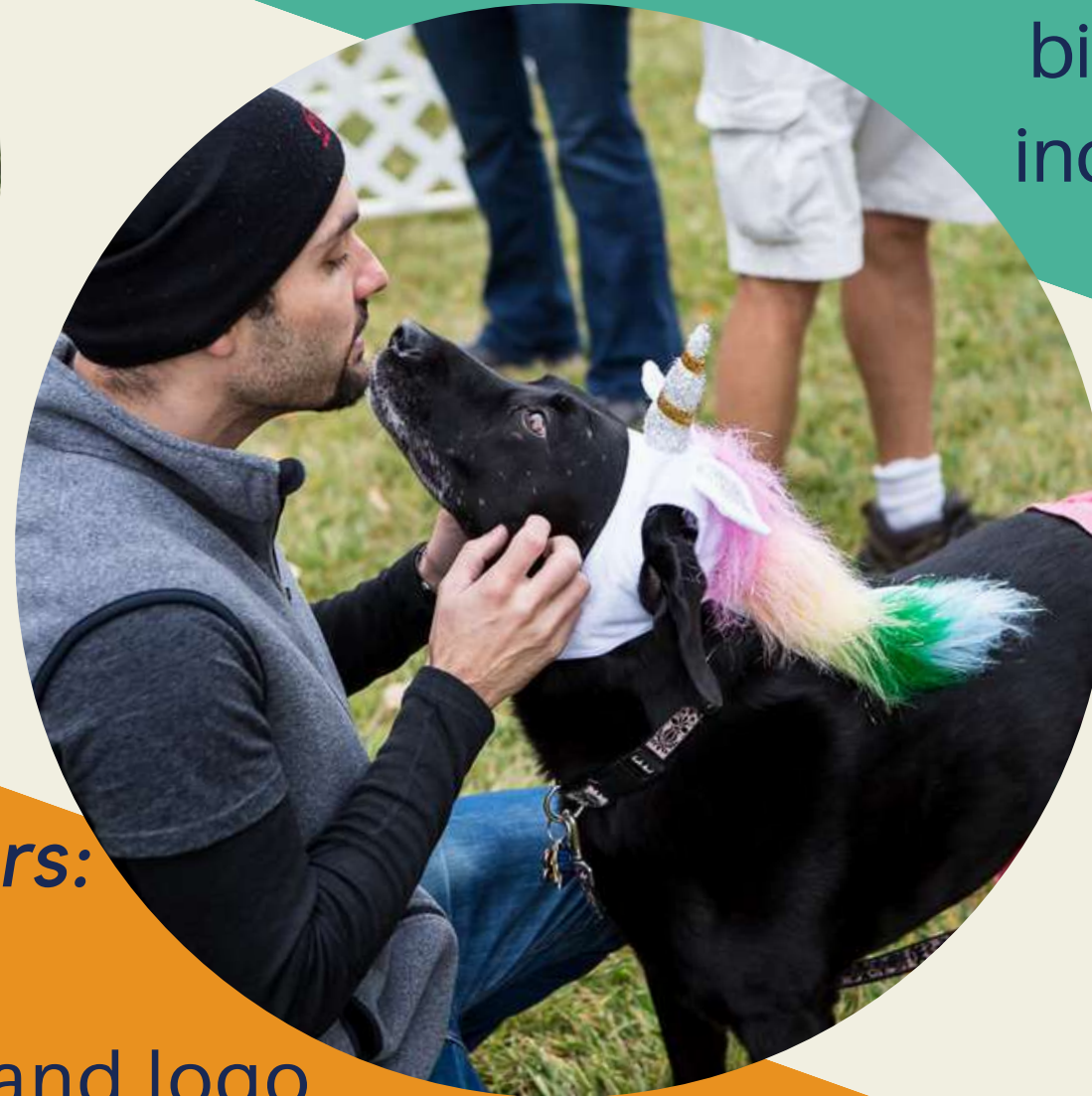
	<b>PAW PARTNER</b> \$250	<b>PET PAL</b> \$500	<b>BEST FRIEND</b> \$1000	<b>TRUE COMPANION</b> \$2500	<b>GUARDIAN ANGEL</b> \$5000
Logo and Link on Event Webpage	✓	✓	✓	✓	✓
Expo Booth Space	✓	✓	✓	✓	✓
Complimentary Event Tickets		<b>2</b>	<b>4</b>	<b>4+2 VIP</b>	<b>6+ 4 VIP</b>
Mention on Stage		✓	✓	✓	✓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

October 5, 2024

# 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, 2024**

Submission of sponsorship form and logo to guarantee inclusion on Event Page at launch.  
You may still be added anytime!

**SEPTEMBER 28, 2024**

Confirmation of Expo booth space

# Paws In the Park Sponsorship Levels

	<b>PAW PARTNER</b> \$250	<b>PET PAL</b> \$500	<b>BEST FRIEND</b> \$1000	<b>TRUE COMPANION</b> \$2500	<b>GUARDIAN ANGEL</b> \$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			<b>2</b>	<b>4</b>	<b>8</b>

# 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](mailto:edelis@longmonthumane.org) for planning details and further information.

## EXAMPLE #1

Co-host a fundraiser with a local bar or restaurant

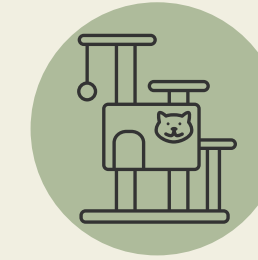
## EXAMPLE #2

Hold a donation drive at your business

## EXAMPLE #3

Sponsor a 50/50 split raffle

# LHS Cribs Sponsorship



## SPONSORSHIP OPTIONS

Small Mammal Habitat: \$500  
(\$43 monthly)

Cat Condo: \$1000 (\$85 monthly)

Dog Den: \$1500 (\$130 monthly)

Dog Lifestyle Room: \$1750  
(\$153 monthly)

## SPECIAL SPACES

Cat Community Room: \$1750  
(\$153 monthly)

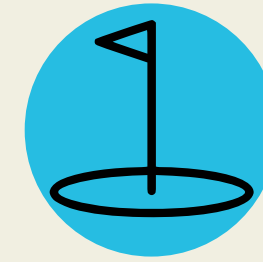
Visitation Room: \$2000  
(\$175 monthly)

Outdoor Play Yards: \$2500  
(\$175 monthly)

LHS Cribs Animal Habitat sponsors help provide lifesaving care and the comforts of home to each animal that passes through their sponsored animal care space.

1. **Payment options:** One time or Monthly installments.
2. **Recognition:** Professionally printed, personalized plaque.
3. **Families & Individuals:** Honor a loved one or pet that has passed on.
4. **Businesses:** Promote your business while helping homeless animals.
5. **Impact:** Support homeless animals year-round! Countless animals will benefit from sponsorship throughout the year.
6. **Updates:** Receive regular updates and photos of the animals residing in the sponsored kennels.
7. **Ongoing Support:** Establish lasting relationships with LHS, fostering a sense of community and shared commitment to animal welfare.

# 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.***