



Sponsorship Opportunities

thehumanesociety.org

Our Reach

The Humane Society for Tacoma & Pierce County (HSTPC) has been a proven nonprofit leader in the Western Washington community for 135 years. We are a well-known and respected animal welfare organization. Connecting your business with us means that you will be reaching a dedicated audience in the hundreds of thousands, both enhancing your brand and letting people know that you support a cause they care about.



80,000
followers on social media



900,000
website views in 2022



30,000
email subscribers



15,000
mailing households

Saving Lives with Us

HSTPC can customize sponsorships to specifically meet your company's philanthropic portfolio and/or marketing objectives. A variety of opportunities are available to help heighten visibility, enhance your public image, reach target markets, communicate key marketing messages, and grow your customer base—all while providing vital support to HSTPC and enabling our lifesaving work to continue.

The opportunities can include:

- Recognition on HSTPC website
- Customized social media promotion
- Photo ops with HSTPC representative and pets
- HSTPC signature event sponsor recognition
- Employee engagement opportunities
- Cross-promotional events

Please contact:

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Director of Development

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Oolong

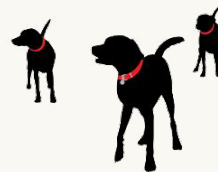
In May 2021, a dog was found abandoned in a public restroom stall and tied to a suitcase. Inside this suitcase were 11 of her one-week-old puppies.

The mother dog, named Oolong by shelter staff, arrived to the shelter emaciated and starving. During recovery, Oolong and her puppies continued to be cared for in a foster home where they could grow and gain trust with people again.

After several months of medical care and love, Oolong was nourished back to a healthy weight and the puppies were cleared of their condition.

For Oolong and her puppies whose lives started out so rough, they are now in their forever homes and are deeply loved by their new families.

Our Major Corporate & Community Partners



BISSELL PET FOUNDATION®
Until every pet has a home.

Lifesaving Medical Care Programs



As an open-admission shelter, every animal is welcome at HSTPC, and every animal gets the care they need.

The health and well-being of animals in our shelter is an essential part of our mission. From specialized medical needs and emergency cases to vaccinations and spay/neuter surgeries, running a high-volume, in-shelter medical program is an enormous effort. Funding from sponsors like you allow us to begin treating animals from the moment they arrive at our shelter until the moment they are adopted.

Support This Program

Critical areas in need of support:

- Veterinary Treatment Fund
- Additional veterinary staff funding
- Shelter animal spay and neuter program
- State of the art veterinary equipment
- Stocking our vet department with medical and surgical supplies

Annual cost to HSTPC: **\$2,378,500**



Murphy

Murphy had experienced severe trauma to his eye and was terrified and in pain when he arrived at our shelter. He hissed and tried to hide from our vet staff during his exam. He was scared, but he was in the right place.

After his surgery, and with his pain finally resolved, the love and attention he received from our staff and volunteers helped restore his confidence and bring out the happy, sweet cat he was meant to be.



Animal Care, Enrichment, and Adoption Programs

At HSTPC, we believe that every animal is unique. For this reason, we have a number of life-changing programs to benefit the animals in our shelter. Starting with the basic needs of housing and feeding animals to specialized behavior and training plans, our shelter programs aim to enrich the lives of the animals who enter our care. With support from our sponsors, we can continue to find innovative ways for positive outcomes suited to each individual animal that enters our shelter.

Support This Program

Critical areas in need of support:

- Daily care with nutritious food, cleansing baths, and comfortable beds
- Daily animal enrichment with toys, play yard equipment, and training supplies
- Stocking Foster homes with critical supplies

Annual cost to HSTPC: **\$2,167,300**



Buttercup

When Buttercup arrived at our shelter, she was covered in bite wounds, deep scratches, and had several broken teeth. Our veterinary team worked quickly – carefully cleaning her wounds and giving medication to take away her pain and heal her infections. Our animal care staff and volunteers provided her with loving care and gained her trust.

Today, Buttercup is spoiled rotten and adored by her new family!

Community & Family Support Programs



Behind every hurting pet is a hurting family. HSTPC is committed to the mission of keeping families together. And we have several programs designed to empower our community to better care for their pets:

- Low-cost spay/neuter and wellness vouchers
- Low-cost and free community vaccine clinics
- Private re-homing resources and support
- Free training and behavior advice
- Free pet food and supplies

These lifesaving programs are working to help pet owners in need receive the care and attention their animals need, making it easier for them to keep their pets.

Support This Program

Critical areas in need of support:

- Pet Wellness Assistance Program
- Vaccine and Wellness Clinics
- Private Rehoming Support Services
- Pet Behavior Resources
- Pet Food and Supplies Pantry

Annual cost to HSTPC: **\$551,051**



Our Pet Support program helps keep over 6,000 families together every year! In 2022, we distributed over 55,000 pounds of free pet food, provided spay/neuter assistance to 517 families, and counseled over 3,000 pet owners with resources and advice.



Signature Events

HSTPC's annual signature events are a fantastic marketing opportunity for your business! Our highly anticipated events receive widespread attention from Pierce County's broadcast and print media, providing a unique and inexpensive way for you to reach out to over 200,000 pet-owning households in the region. Businesses can choose to support our events at a variety of levels, with benefits like your company's logo on advertising materials and virtual event opportunities.

Signature events support HSTPC's General Operating Fund, the care of homeless animals, and community resource programs.



Annual events sponsorship opportunities:

- **Star Search Photo Contest:** May
- **Send a Valentine to a Shelter Pet:** February
- **Kitten Shower:** April
- **Beer Label Photo Contest:** September
- **Raise Your Paw Online Auction:** October

Matching Gift Events



These campaigns of varying length unite our entire community to celebrate our shared compassion for vulnerable animals and support our lifesaving work. Your contribution to any of our matching gift events will double or triple every individual's donation for pets in need.



**DAY of
GIVING**
THE HUMANE SOCIETY FOR TACOMA & PIERCE COUNTY

\$40,000 Matching Gift Challenge | Ends Aug. 25

Giving Day sponsorship opportunities:

- GiveBIG: May
- Day of Giving: August
- Giving Tuesday: November
- Holiday Drive to Save Lives: December
- Loyal Friends Club: February





Sponsorship Benefits

Recognition	Sponsorship Commitment				
	\$1,500 to \$2,499	\$2,500 to \$4,999	\$5,000 to \$9,999	\$10,000 to \$24,999	\$25,000 +
Logo and link on website					X
Logo and link in monthly e-newsletter					X
Named Kennel Sponsorship				X	X
Matching Gift Sponsor				X	X
Onsite recognition (banner in lobby)				X	X
Photo ops for staff with pets				X	X
Named sponsor of an adoption promotion			X	X	X
Company name on pet bios for waived fees on longest stay dog, cat, or critter		X	X	X	X
Expert-led tour of our shelter		X	X	X	X
10% discount to HSTPC online merch shop for staff of your company	X	X	X	X	X
Recognition at Signature Events	1	2	3	4	All



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