Partnership Opportunities 2027



HUMANE SOCIETY
TACOMA & PIERCE CO.

Your sponsorship helps care for 9,000+ pets.

Every year, more than 9,000 pets find their way through out doors: lost dogs waiting to go home, cats in need of medical care, and animals ready for their second chance at a lasting, loving home. As one of Washington's largest animal shelters, the Humane Society for Tacoma & Pierce County welcomes every one of them.

What many people don't realize is that Tacoma Humane is an independent nonprofit organization, guided by a volunteer Board of Directors, and not funded by local government. Our work is made possible by people and organizations who believe every pet deserves care, comfort and place to call home.

Support from your organization provides veterinary care, nutritious food, safe housing and enrichment for the pets waiting for their gotcha day. Your gifts extend beyond our walls, helping families keep their beloved pets through low-cost Vaccine & Wellness Clinics and our Pet Food & Supply Pantry. Your generosity also touches our remarkable community of more than 4,000 volutneers who give their time and hearts to shelter pets each day.

We've designed a range of partnership opportunities to fit your marketing and philanthropic goals while showcasing your committment to animal welfare and education. As a sponsor, you can:

- **Raise your visibility across the region**
- **Bring your team together for meaningful volunteer experiences**
- **Connect with our broad and passionate community of supporters and volunteers**
- **Inspire a culture of social responsbility**

I invite you to explore the pages ahead and imagine what we can accomplish together. If you have an unique idea in mind, I'd love to hear it. I'm always happy to create a custom partnership that reflects your goals and values.

Thank you for your consideration. Together, we can make our community a better place for pets and the people that love them.



Gage McHenry
Partnership Strategist
gage.mchenry@thehumanesociety.org | 253-284-5868

Our Reach



The Humane Society for Tacoma & Pierce County has been a proven, non-profit leader in the Pacific Northwest since 1888.

We were founded by revolutionaries and champions of animal welfare who dared to question the status quo. We continue in their legacy and have made significant strides not only in our community impact, but in our reach through digital communications.

When you partner with us, you will gain access to our audiences, which can enhance your brand recognition and showcase your dedication to caring for our community's pets.

138K

SOCIAL MEDIA FOLLOWERS

37.3K

EMAIL SUBSCRIBERS

741K

MONTHLY WEBSITE VIEWS

Getting Started



Lunch and Learn | $250

With this tax-deductible donation, the Humane Society for Tacoma & Pierce County will come to your workplace during the lunch hour to present on animal welfare, the services and resources we offer and a little glimpse into our history. Your team will bring their brown bag lunch to this talk.

This is a great opportunity to support the shelter and engage with employees around a community cause.



Pop Up Adoption Event | $500

Host a cat and kitten adoption event at your Pierce County business! Our team will load up adoptable felines and bring them to your location. We'll have all the supplies needed; you just supply the potential adopters and space. The cost covers our staffing and transportaion.

Benefits:

- Social media story, marketing the event
- Inclusion in monthly event email
- Behind-the-scenes tour for your organization

Your organization may also underwrite adotption fees for your Pop Up Adotpion Event, allowing for a fee-waived experience.



Off Leash Outing | $1,000

Our program uniquely combines charitable giving with hands-on volunteer work, providing participants (5 - 15 people) a memorable experience. Your company makes a tax-deductible donation and your team rolls up their sleeves to help our furry friends.

Each group volunteer session includes:

- A behind-the-scenes shelter tour
- Facility improvement projects
- Treat preparation for shelter animals
- No-touch enrichment with our dog residents
- A heartwarming meet and greet with a shelter pet
- Volunteer T-Shirt

No previous animal experience required—just bring your energy and team spirit!





Paw It Forward



Your business, your idea, all to benefit Pierce County pets.

You choose the promotion, the timing, and the level of giving. We provide the tools, promotion, and community support to help it succeed. It's a simple, flexible way to engage your customers, show your community values, and make a real difference for vulnerable pets.

How it works:

- Pick a promotion, product, or event that fits your business.
- Contact us at least 4 weeks before your promotion so we can help spread the word.
- Get your toolkit. We'll send logos, templates, and ready-to-use email and social copy.
- Run your promotion and we'll cheer you on. We may even join you on-site.

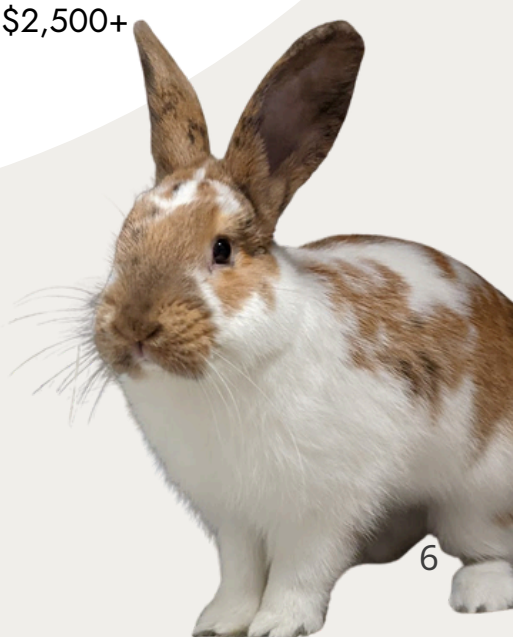
Some ideas:

- Donate 5%, 10%, or more of your revenue for a day, week, or month.
- Host a pet food drive at your business.
- Create a pet-themed drink or menu item, with proceeds supporting the shelter.
- Invite customers to round up their purchase to the nearest dollar and donate the difference.
- Host a giving event. Plan a "yappy hour," a donation-based fitness class, or a pet photo day.

Benefits:

- Social media story recognizing your promotion and tagging your organization
- Window cling for your business
- Linked logo recognition on our website for promotions totalling $2,500+





Sponsorship Opportunities



Vehicle Wrap – $5,000 to $7,500

Sponsor an updated wrap on one of our fleet vehicles (3). We are happy to use photos of pets from your organization's employees in the wrap design and will include your logo on the back of the vehicle.

Benefits:

- Logo inclusion on a fleet vehicle for a two-year period
- Social media feature on new wrap, tagging your organization
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Two Off Leash Outing volunteer experiences for up to 15 employees each



Enrichment

It takes more than food and shelter for a pet to be healthy and well-balanced. Dogs, cats, bunnies and critters require play, exercise, cuddles, and treats. Help us keep things fun for the animals in our care with an enrichment sponsorship.

Thanksgiving Dinner - $1,500

Provide a meal with all the trimmings for the dogs, cats and critters. Four sponsorships available.

Christmas Toys For All – $1,500

Provide holiday enrichment for the dogs, cats and critters in our care. Four sponsorships available.

Benefits:

- Name recognition in monthly email newsletter, recapping the event
- Behind the scenes tour for your organization



Treats for a Year – $6,000 | 3 available

Provide treats and toys for the year.

Benefits:

- Social media story recognizing the sponsorship and tagging your organization
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees

PLAY YARD SPONSORSHIP

Play Group Yard – $10,000 | 1 available

Sponsor one of our play yards and we'll feature your company banner in the yard for up to two years. You'll have additional exposure, as we share footage of dogs having fun on social media.

Benefits:

- Logo recognition on banner display for a two-year period
- One-time social media feature recognizing your sponsorship and tagging your organization
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind the scenes tour for your organization
- Two Off Leash Outing volunteer experience for up to 15 employees each

Standard Play Yard – $5,000 | 3 available

Sponsor the space where solo dogs go to play with dedicated volunteers. Your banner will hang on the fence of one of our three play yards, and your support will help us stay stocked with tennis balls and fresh wood chips.



Benefits:

- Logo recognition on banner display for a two-year period
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees

Gift Challenge

A few times a year, our community comes together to rally for Tacoma Humane and the pets in our care. A matching gift from your business can provide social proof and inspire people to give. When donors hear "your gift will be doubled," they're more likely to give, and often give more genersously. Your match multiplies the collective impact, and every dollar benefits the pets waiting for a their people.



Opportunities for matching include:

- **GiveBIG** (May)
- **Day of Giving** (July)
- **Giving Tuesday** (November)
- **Unleash the Magic of Giving** (December)

Matches range from $15,000 to $100,000, and may cover a whole campaign, or create excitement at a key moment (e.g. "power hour" where gifts are doubled for a limited time).

Benefits:

- Linked logo recognition in campaign emails
- Recognition in campaign social media post(s)
- Logo on the Partner Page of our website

Benefits vary by match size; we'll tailor a package that works for you.



Home To Home Platform | $2,000

Your sponsorship of our Home To Home adoption platform helps us manage the shelter's capacity by offering a community resource for those needing to rehome animals.

Benefits:

- Social media story recognizing the sponsorship and tagging your organization
- Behind-the-scenes tour for your organization

Adoption Events

Having been in the same building since 1951, we are often constrained by space and resources, and when we hit or exceed our facility's capacity, one of the most impactful methods to manage population is hosting an adoption event. Having sponsor dollars to underwrite adoption fees makes adoption more accessible for community members, and ensures that adopters bring home a fully vaccinated, healthy, microchipped and spayed/ neutered pet.

Sponsor Any Adoption Event – $5,000



Find Your Love – Valentine Adoption Event
All animal adoptions reduced to $14 on Sunday, February 14, 2027.

St. Patrick's Day Special
All animal adoptions reduced to $17 on Wednesday, March 17, 2027.

National Adopt A Shelter Pet Day
Fee-waived adoptions for all species/ages on Friday, April 30, 2027.

Adopt a Shelter Dog Day
Fee-waived adoptions for all dogs on Thursday, May 20, 2027.

Shelter Cat Month
Fee-wavied adoptions for cats for any given day in June, 2027.

World Animal Day
Fee-waived adoptions for all species/ages on Saturday, October 2, 2027.

Benefits:

- Logo inclusion and social tagging in the marketing of the event
- Countertop signage in adoption lobby for the duration of event
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees



Community Programs

In addition to finding loving homes for stray or surrendered pets, we are committed to keeping pets with their guardians through a variety of services for owned pets and their people. Your support of these critical community programs helps manage the influx of pets into the shelter and keeps families together.



Wellness & Vaccination Clinic – $3,000

Underwrite the expense of a Wellness & Vaccination Clinic for income-qualified pet guardians. On an annual basis, the clinic serves more than 800 community-owned pets with essential services including vaccinations, wellness exams, flea treatment and microchipping.

Benefits:

- Name recognition and social tagging in the marketing of the sponsored clinic
- Countertop signage for the duration of event
- Behind-the-scenes tour for your organization

Emergency Vet Vouchers – $4,500

Help provide emergency medical care to owned pets in the community, and take an active role in shelter diversion. Our Pet Support team gives out $4,500 a month to aide in one-time, urgent medical cases for income-qualified pet owners. Unexpected veterinary needs is a top reason an owner surrenders a pet to the shelter. The more help we can offer, the fewer pets come through our doors.



Benefits:

- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees

Pet Food & Supply Pantry– $10,000

Sometimes, all it takes to keep a pet with its people is a supply of food. Your $10,000 gift will stock our shelves for one month. The Pet Food & Supply Pantry serves over 9,000 Pierce County pets a year with free pet food and supplies (litter, treats, leashes, etc.). In 2025 we distributed over 140,000 pounds of food!

Benefits:

- Countertop signage for the duration of sponsored month
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees



Support Under-Resourced Communities – $1,500

Our Pet Food & Supply Pantry has expanded to provide pet food and supplies to under-resourced communities and groups. With an investment of $1,500, your organization can supply a month's worth of food and supplies to one of our satellite pantries.

Benefits:

- Social media story recognizing the sponsorship and tagging your organization
- Behind-the-scenes tour for your organization

TILLICUM COMMUNITY CENTER
FORGING PATHS
OASIS INN
COMPREHENSIVE LIFE RESOURCES
CEDAR WELLNESS CENTER
TACOMA HOUSING AUTHORITY

Volunteer Support

Support the amazing volunteers that help fulfill our mission each and every day. With more than 4,000 active volunteers, we have a lot to be grateful for and you can help us provide care for the humans that give so much to enriching the lives of our shelter pets.



Provide Human Snacks – $1,500

Fuel our volunteers with snacks and beverages.

Benefits:

- Social media story recognizing the sponsorship and tagging your organization
- Behind-the-scenes tour for your organization

Appreciation Week – $5,000

Provide underwriting for a week of celebration and gratitude for the people who give their time and hearts to the pets in our care. (April 18-24, 2027).

Benefits:

- Logo inclusion and social tagging on social media channels
- Linked logo recognition in monthly email newsletter through calendar year 2027
- Logo displayed on Partner Page on website through calendar year 2027
- Behind-the-scenes tour for your organization
- Off Leash Outing volunteer experience for up to 15 employees



Sponsor Commitment

Please email your completed form and logo in vector format to **gage.mchenry@thehumanesociety.org.**

Sponsor Information

Business/Organization Name: _____

Contact Person: _____

Title: _____

Mailing Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Website: _____

Tax ID/EIN: _____

Sponsorship Opportunity

Total Sponsorship Amount: $_____

Payment Method: □ Check, Enclosed □ Credit Card □ Other: _____

Sponsor Signature: _____ Date: _____

Sponsor Printed Name: _____

Title: _____

Recognition and Benefits

Business name exactly as you want it to appear: _____

Website: _____

Social Media: _____

Facebook: _____

Instagram: _____

Twitter/X: _____

LinkedIn: _____

Thank you for your support!

Questions? Please Contact **Gage McHenry**, Partnership Strategist
gage.mchenry@thehumanesociety.org | 253-284-5868

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TACOMA & PIERCE CO.



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The Humane Society for Tacoma & Pierce County is a non-profit organization that relies on the generosity of individuals, corporations, and foundations to advance our mission. Our loyal donors are vital to our success and our ability to provide the best possible care for the animals we serve.

Visit our website at:
thehumanesociety.org

@tacomahumane

Get in Touch

Gage McHenry
Partnership Strategist
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