



**the**  
**Humane**  
**society**  
Tacoma & Pierce County

[thehumanesociety.org](http://thehumanesociety.org)

**Sponsorship  
Opportunities**





# About Us

Founded in 1888, the Humane Society for Tacoma & Pierce County is one of the oldest animal welfare organizations in the nation. We care for about 10,000 animals every year and maintain multiple humane programs. Dedicated to "Making Happy Happen," the Humane Society for Tacoma & Pierce County works tirelessly to protect animals, support pet owners, and enhance relationships between animals and people.



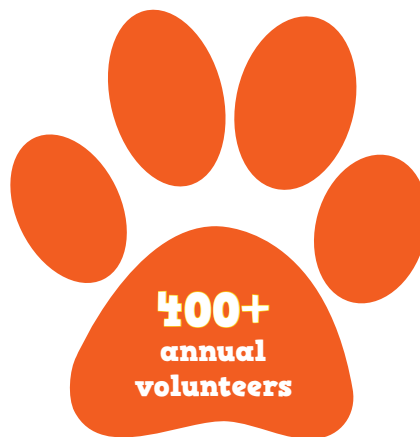
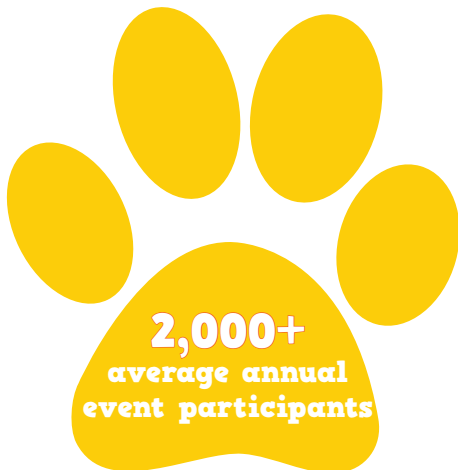
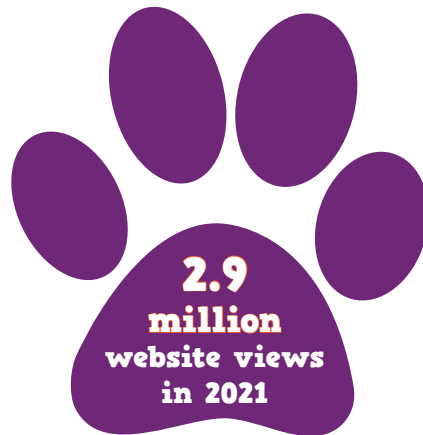
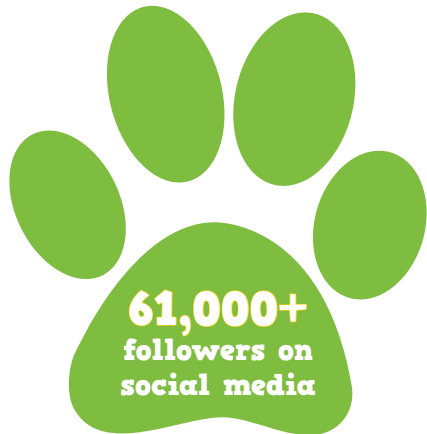
**animals came  
into our care  
in 2021**



**animals  
adopted  
in 2021**

# OUR ENGAGED COMMUNITY OF ANIMAL LOVERS

We are proud to have a wide audience and strong community that supports our mission and helps us Make Happy Happen!








## **SHELTER SPONSORSHIP .....**

### **Pillar of Hope Sponsorship**

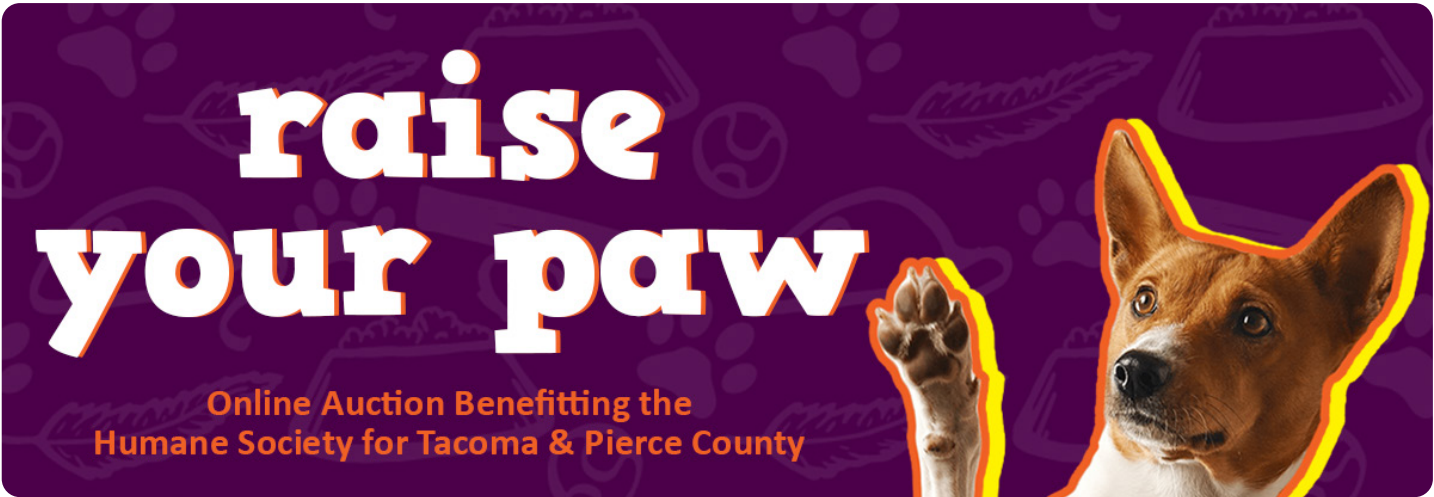
Become a pillar of hope for animals! This special sponsorship means you are a pillar in everything that we do, which means you will receive the benefits from all of our signature events and shelter promotions, in addition to:

#### **Donation of \$25,000**
















-  A presence on our website that has an average of 300,000 visits to our website a month, so you will have exposure to 660,000+ animal owners and enthusiasts through the website alone
-  A large 8ft by 4ft banner will be placed in our entrance atrium which will be seen by thousands of people visiting the shelter each year
-  Official sponsor promotion at the top level on all signature events

# SIGNATURE EVENTS .....

## Raise Your Paw Online Auction



Be a part of our online auction that attracts hundreds of people in the community to bid on an array of unique items and experiences.

	Pick of the Litter: \$5,000	Furry Friend: \$2,500	Paw-some Partner: \$1,500
Company recognition on all press releases			
Company logo and link included in all e-blast promotions (emailed to 26,000+ subscribers) – plus you can submit a video about why your business supports the shelter, and we will include it in an e-blast			
Company featured in post-event e-newsletter (The Scoop - November issue)			
Sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform – 3 mentions			
Company logo and link on the Raise Your Paw page on our website			
Company logo and link on the online auction website			



# SIGNATURE EVENTS .....

## Kitten Shower



Help us prepare for the busy kitten season during the whole month of March! This event supports our staff and volunteers undertaking lifesaving work for over a thousand fragile young, homeless, and at-risk kittens from our community.

Your sponsorship will help ensure these kittens receive the shelter, nourishment, medical care, and love they need to thrive.

### **Donation of \$1,500**



Company logo and link on the Kitten Shower page on our website



A sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform



Company mentioned in the 'thank you' e-blast promotional email to 26,000+ subscribers







# SHELTER PROMOTIONS .....



## Washington's Cutest Pet Contest

Pet owners enter their pet's cute picture and all of Washington can vote for who they think should be named the cutest pet in the state! Top pictures are included in the shelter's annual calendar.

### **Donation of \$5,000**

-  Logo included on the back of the calendar – estimated quantity of 200
-  Logo and link included in all e-blast promotional emails to 26,000+ subscribers
-  A sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform
-  Logo and link on the calendar contest page on our website



## Adopt-A-Kennel

Adopting a kennel is a smart way to advertise your business to a broader market while deepening your involvement in the community. Your plaque will be displayed on your kennel and seen by thousands of people during the year.



A photo of a person, pet, or company logo can be included on the plaque. A limited number of kennel sponsorships are available annually, so reserve yours now!



**Dog Kennel Sponsor: \$1,000**

**Cat Kennel Sponsor: \$500**




**Rabbit Kennel Sponsor: \$250**

-  A customized plaque to be seen by 20,000 visitors annually
-  Quarterly email updates from us about a pet currently housed in the kennel(s)

## Send a Valentine to a Shelter Pet

Every year, we give the community the opportunity to show their love for animals in the form of a donation as a valentine to a shelter pet! As a sponsor, you will get the opportunity to provide a valentine's message to our shelter pets that will be shared on our social media.

### **Donation of \$1,000**





-  Logo and link included in e-blast promotional emails to 26,000+ subscribers
-  Sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform
-  Logo and link on the Valentine's Day Fundraiser page on our website



# MATCHING GIFTS .....

Your contribution to any of our matching gift events will allow for each donation made to be DOUBLED or TRIPLED and increase their impact.

## **Donation of \$5,000+**

-  Logo and link included in all e-blast promotional emails to 26,000+ subscribers
-  Logo and link included on matching gift donation page on our website
-  A sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform
-  Logo and link included in one issue of our e-newsletter, The Scoop, sent to 26,000+ subscribers

## **GiveBIG – Statewide fundraiser (May)**

This two-day fundraiser is held on May 4th and 5th and supports our lifesaving programs! GiveBIG helps organizations throughout Washington raise vital funding. During these two days, we share stories on our social media and email promotions of lives changed and the impact your support has for the cats, dogs, and critters in our community!

## **Day of Giving – Shelter Day of Giving (August)**

Day of Giving is a one-day campaign that unites our entire community to celebrate our shared compassion for vulnerable animals and support our lifesaving work.

## **Giving Tuesday – Global Day of Giving (November)**

Giving Tuesday is part of a campaign of giving for organizations all around the world. This event supports our Veterinary Treatment Fund and makes sure pets in our community get the medical care they need. The Veterinary Treatment Fund helps sick and injured animals who are in desperate need of care. Often, these homeless pets are turned away from shelters because they cannot incur the cost to rehabilitate them.

## **Year-end Campaign (December)**

The year-end holiday season is when a large portion of charitable donations are made. Throughout November and December, we send stories of animals that received care at the shelter through a variety of formats through many channels.

## **Annual Friends Match/Unlock – 200 Friends needed (3 month campaign)**

When we find 200 new monthly donors to support our lifesaving work, your sponsorship allows for those donations to be matched dollar-for-dollar up to a certain amount. The steady stream of income provided by you and our monthly supporters provides support that we — and the animals — can rely on.

# CURRENT AND PAST SUPPORTERS





**Ready to be a supporter?**

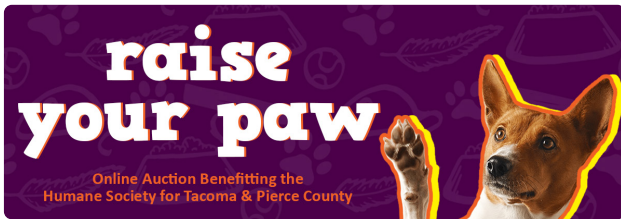
**Contact us anytime!**

Ashley Taulbee  
[ashleyt@thehumanesociety.org](mailto:ashleyt@thehumanesociety.org)  
253.284.5833

# MEDIA PARTNERSHIPS .....

Want to better connect with our audience and help us tell powerful stories for animals in need? We offer several media partnership opportunities at no cost!

You can sign-up to be a media partner for any of our annual signature events, which includes Raise Your Paw Online Auction and Kitten Shower.






## **Raise Your Paw Online Auction**

Good times for a good cause! Our online auction brings the community together to buy one-of-a-kind items and experiences to help animals in need. People have bid on an array of unique purchases ranging from a private dinner and wine tasting to a “ride-along” with a Pierce County Sheriff K9 handler.

### **As an Official Raise Your Paw Online Auction Media Partner, your media outlet will provide the following support:**

- Promote Raise Your Paw Online Auction on your website, calendar of events, and social media platforms
- Promote Raise Your Paw Online Auction by providing pre-event and event day mentions in print, online, or on-air to drive participation and awareness
- Identify possible representative(s) to serve as event spokesperson who we can include in our promotional materials and outreach

### **We will honor your partnership in the following ways:**

-  Logo and link included in e-blast promotional emails (26,000+ subscribers)
-  Logo and link on Raise Your Paw Online Auction page on our website
-  A sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform

# MEDIA PARTNERSHIPS .....







## **Kitten Shower**

Who doesn't love kittens? Every year, we are inundated with thousands of kittens that are in a fragile state. During the whole month of March, we highlight stories of their journeys here from bottle-feeding demonstrations to featuring kittens who have had a rough start to life.

### **As an Official Kitten Shower Media Partner, your media outlet will provide the following support:**

- Promote Kitten Shower on your website, calendar of events, and social media platforms
- Promote Kitten Shower by providing event mentions in print, online, or on-air to drive participation and awareness
- Identify possible representative(s) to serve as event spokesperson who we can include in our promotional materials and outreach – host one Kitten Shower promotional video (Kitten/Media Minute)

### **We will honor your partnership in the following ways:**

-  Logo and link included in e-blast promotional emails (26,000+ subscribers)
-  Logo and link on Kitten Shower page on our website
-  A sponsorship mention on Facebook, Twitter, and Instagram (61,000+ followers) with link to your website or social media platform
-  Promotional video hosted by your media outlet featured on our Facebook Live and linked on our website and in a promotional email



**Ready to be a media partner?**

**Contact us anytime!**

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253.284.5878