2022 CORPORATE SPONSORSHIP OPPORTUNITIES

Join us in creating a more humane Weld County
The Humane Society of Weld County never closed our doors during the past few years of unprecedented change. We continued to provide reclaim and adoption services while adapting our community services to the new normal.

This is only possible due to partners like you. This year we hope to see everyone in person again and re-start our signature events.

We invite you to join the community of animal lovers in Northern Colorado and make a true impact in the lives of animals.

Your support will help us continue our lifesaving work in 2022.
2022 Events

PAWS & SNEAKERS
June 11
Sponsorship Range - $2,500-$250
5k Run and Pet Expo

CLEAR THE SHELTERS
August 13-21
Sponsorship Range - $5,000 - $500
National Adoption Special and kick-off event

COMEDY FOR CRITTERS
November TBD
Sponsorship Range - $3,000 - $750
Dinner and Comedy Night for the Animals

SANTA PAWS *NEW*
Month of December
Sponsorship Range - $1,000 - $100
Adoption Special, Giving Tree, and Foster Challenge

WOOF AND WINE: WINE TASTINGS
Date TBD
Sponsorship Range - $3,000 - $1,000
Exclusive wine tasting event that benefits HSWC
SOCIAL MEDIA EXPOSURE
By joining the HSWC community, we will create 3 posts during your month to thank you across our active social media (reach estimated 30,000).

ADOPTION PACKET INCLUSION
HSWC adopts 150-300 animals each month. Your business will be included in all adoption packets with a handout of your choice.

CUSTOM OPTIONS
Want to run an item drive for your employees? Participate in a Facebook Live? Sponsor adoptions for a weekend?

Contact Sarah at smorrill@weldcountyhumane.org to start the conversation!

Monthly Business Partners
Only one business per month!

$500

Make an impact for the animals of Weld while promoting your business! Partner with HSWC for the month and receive a custom package of offerings for exposure and involvement.
Join us at the 33rd Annual Paws & Sneakers 5k and Pet Expo. This dog-friendly fun run attracts runners and families alike. After the loop around Winsor Lake, participants enjoy food, drink, and pet-friendly vendors.

Your business can enjoy team-building by starting a team and participating in the event! Depending on sponsorship levels, your company could have a booth, a team, and be included in all marketing for the event.

June 11
Windsor Park
Attendees 200-250

Important Deadlines:
March 31 – Sponsorship Form and Business Logo Due
May 20 – Booth Submission Due
June 1 – Race bag items due

Paws & Sneakers 5k
# Paws & Sneakers

## Benefits and Levels

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Leader of the Pack ($2,500)</th>
<th>True Companion ($1000)</th>
<th>Tail Wagger ($500)</th>
<th>Paw Pal ($250)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to Speak at Event</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Registrations</td>
<td><strong>Team (10+)</strong></td>
<td><strong>Team (&lt;5)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent Booth Space</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Logo on T-Shirt</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Marketing Materials</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Logo on Website</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Items in Race Bag**</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Featured Booth on Marketing <strong>per request</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Co-branded Social Post</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td><strong>Shared Post</strong></td>
</tr>
</tbody>
</table>

**provided by company
Clear the Shelters

This will be our second year participating in this nationwide Adoption Event. Last year, the kickoff weekend broke our adoption record for a single day!

Sponsors of Clear the Shelters can help cover the adoption fees and/or sponsor the booths.

Clear the Shelters gives your business the chance to help the animals of Weld get adopted and be a part of hundreds of adoption stories in your community.

Important Deadlines:
June 30 – Sponsorship Form and Business Logo Due

August 13–21
Humane Society of Weld County
500 Attendees
## Clear the Shelters

**Benefits and Levels**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>GOLD  $5,000</th>
<th>SILVER $2,500</th>
<th>BRONZE $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship of Adoption Fees</td>
<td>✨</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Included in Signage at Event</td>
<td>✨</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Adoption Photobooth</td>
<td>✨</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentions in Press</td>
<td>✨</td>
<td>✨</td>
<td></td>
</tr>
<tr>
<td>Logo on Marketing Materials</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Logo on Website</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Optional Booth</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Items in Adoption Packet</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Co-branded Social Post</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
We are bringing back our favorite event! Join us for a night of comedy to help the animals of Weld! Sponsors will receive, based on sponsorship level, free tickets for their team and exposure on the HSWC channels.

New this year: Silent Online Auction!

Comedy for Critters

November TBD
Attendees 100

Important Deadlines:
June 30 – Sponsorship Form and Business Logo Due
August 31 – Silent Auction Item Form Due
September 30th – Item due to HSWC
# Comedy for Critters

**Benefits and Levels**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND $3,500</th>
<th>EMERALD $1,500</th>
<th>RUBY $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal Recognition at Event</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Logo on Invite</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Video</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Logo on Marketing Materials</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Logo on Website</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Ad in Event Program</td>
<td><strong>Full page</strong></td>
<td><strong>Half page</strong></td>
<td><strong>1/4 page</strong></td>
</tr>
<tr>
<td>Co-Branded Social Post</td>
<td>3</td>
<td>2</td>
<td>Shared</td>
</tr>
<tr>
<td>Event Tickets</td>
<td><strong>2 Tables of 8</strong></td>
<td><strong>1 Table of 8</strong></td>
<td><strong>4 Tickets</strong></td>
</tr>
</tbody>
</table>
Get into the holiday spirit with the humane society! Santa Paws is a month-long holiday celebration.

Adoption fees are reduced, a giving tree in the lobby, and a foster event matches animals with homes for the holidays.

Your company can be involved in sponsoring the tree of giving, adoption fees, or the foster program.
## Santa Paws *new*

### Benefits and Levels

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>GOLD $1,000</th>
<th>SILVER $500</th>
<th>RED &amp; GREEN $250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adoption Fee Sponsor</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on in-shelter signage</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Marketing Materials</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foster Packet Inclusion</td>
<td></td>
<td>1 page</td>
<td></td>
</tr>
<tr>
<td>Adoption Packet Inclusion</td>
<td>2 pages</td>
<td>1 page</td>
<td></td>
</tr>
<tr>
<td>Logo on Website</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Co-Branded Social Post</td>
<td>2</td>
<td>1</td>
<td>Shared</td>
</tr>
<tr>
<td>Logo by Giving Tree</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
</tbody>
</table>

*Santa Paws* is a new sponsorship level offering unique benefits and levels.
Join the HSWC for a wine, whiskey, or spirits tasting that benefits the animals of Weld. The tasting is flexible, but generally lasts 2–3 hours and supports local businesses.

Your company can provide a memorable experience to the community or to your clients that will directly impact the humane society.

Date TBD
Location: Flexible

Important Deadlines:
Contact for Inquiries by September
Woofs & Wine

Benefits and Levels

$2,500

COMMUNITY PACKAGE
An experience for a shared guestlist

- 15 tickets to the event
- Verbal recognition at event
- Inclusion on invite
- Logo on website

$4,500

COMPANY PACKAGE
An experience for a private guestlist

- Private event for employees/clients
- Speak at event
- Shared invite
- Logo on website
Custom Opportunities

We can help you create a customized partnership that meets your collaboration and promotional needs. There are plenty of other opportunities to connect with the animal-loving community of Weld not listed here.

Here are some custom ideas:

- Workplace Giving
- Employee Volunteer Days
- Program Sponsorships
- Company Donation Challenges
- Host your own event
Business Name

Your Name

Phone

Email

Address

City

State.

Zipcode

Payment Type

☐ Pay by check
Please make all checks out to the Humane Society of Weld County

☐ Pay by credit card
Name on card

Number on card

Exp. Date

CVV Code:

Paws & Sneakers

- Leader of the Pack
  - $2,500
- True Companion
  - $1,000
- Tail Wagger
  - $500
- Paw Pal
  - $250

Clear the Shelter

- Gold
  - $5,000
- Silver
  - $2,500
- Bronze
  - $1,000

Comedy for Critters

- Diamond
  - $3,500
- Emerald
  - $1,500
- Ruby
  - $750
- I’d like to provide an item for the silent auction

Santa Paws

- Gold
  - $1,000
- Silver
  - $500
- Red & Green
  - $250

Woofs & Wine

- Community
  - $2,500
- Company
  - $4,500

Sponsor 2+ events and receive 10% off the total.

Save while making a bigger impact for the animals of Weld.

I’d like to provide an item for the silent auction.
IMPACT
Your support helps HSWC

- Adopt 2,000 animals each year
- Reunite 800 animals with their families
- Save animals from abuse and medical issues
- Foster compassion for animals in Weld

MARKETING
Positive brand experience

- Social Media Reach - 10k
- Monthly Newsletter - 12k
- Media - Press Releases and Radio Spots
- Website - 250k views/year
- 501c3 Connection

Contact Sarah Morrill at smorrill@weldcountyhumane.org for more information