94% of consumers think that businesses should do more than just make money.

They should give back.

According to research from Cone Communication and Echo Research
90% of Americans are likely to switch brands to ones that support a charity.

Corporate Social Responsibility can lead consumers to believe that the products of companies engaged in socially responsible activities are better performing.

https://viewsforchange.com/list-statistics-demonstrate-importance-csr/
Support the Causes Your Consumers Care About
96% of people have had an animal at some point in life

Consumers share most in common their love for animals.

https://www.surveymonkey.com/curiosity/pets-study-why-americans-love-their-animals/
The Houston Humane Society is a safe haven for thousands of homeless and abused pets in Houston.

Also serving the Houston Community to ensure pets are safe, healthy and together with their families.

By promising animal welfare is an important cause to your company, you will expand your exposure to new customers in a variety of demographics.

We receive no federal, state, or local government funding and rely solely on donations, program services, and special events.
Our Supporters become your customers

81.9K Followers
17.8K Followers
7,434 Followers
47,167 Email Contacts
1.8M website visits a year
You make our mission possible

A Legacy Impact

- Distribute 4.2 MILLION pet meals to pets in need
- Perform 9,424 spay/neuter surgeries to prevent pet homelessness
- Provide affordable and quality care to 38,235 animals through our veterinary clinic
- Find homes for over 2,858 pets a year
We receive no federal, state, or local government funding and rely solely on donations, program services, and special events.
Ways YOU can get Involved
Sponsor an Adoption Event
An effort to brand an adoption event and encourage more families to adopt a homeless pet in need.

The Sponsor will receive
- Adoption Event Page on website
  Minimum of 91,306 page views / week
- Rotating Banner on HHS Website
  Minimum of 99,147 page views / week
- Social Media (2) & FB event page
  Minimum of 3,000 impressions / post
- Email Blast (2)
  Minimum of 12,000 impressions / email
- Sampling opportunities
  On site booth, or coupons on site
  Average in-store traffic 665 people/ week
- Google Event Ad
  Minimum of 7,000 impressions / ad
- In Store Signage
  Average in-store traffic 665 people/ week
- LED Billboard
  Drive by traffic 90,000 impressions

$2000/ event
Minimum 200,000 impressions

All promotional ideas are the sole property of the Houston Humane Society. Ideas are not to be shared with any other party.
Adoption Event Page on website

Adoption Center Main Lobby
Sampling Opportunities

400 px x 302 px
400 px x 286 px and 8 1/2 in x 11 in

400 px x 300 px

Google Event Ad

1920 px x 575 px

Rotating Banner on HoustonHumane.org

400 px x 286 px and 8 1/2 in x 11 in

1920 px x 1080 px

Sampling Opportunities

Social Media Post & Facebook Event
Email Blast (2)

Weekly Emails Specs to be customized

LED Sign 1760 px x 880 px

TV Ad (5)  6.4 in x 3.6 in - Main Lobby pictured

Adoptable Kennel Poster 11 in x 17 in

Adoption Center Entrance Poster 11 in x 17 in

Adoption Made Possible Handheld Sign 8 1/2 in x 11 in

A Frame Poster 22 in x 28 in

In Store Signage
Sponsor Pet Pantry Event
An effort to help keep families and pets together by providing meals for families facing food insecurities.

The Sponsor will receive
- Pet Pantry Event Page on website
  Minimum of 91,306 page views / week
- Rotating Banner on HHS Website
  Minimum of 99,147 page views / week
- Google Event Ad
  Minimum of 7,000 impressions / ad
- LED Billboard
  Drive by traffic 90,000 impressions
- Social Media (1) & FB event page
  Minimum of 3,000 impressions / post
- Email Blast (2)
  Minimum of 12,000 impressions / email
- In Store Signage
  Average in-store traffic 665 people/ week

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Sponsor Heartworm Treatment

Help cure a shelter pet that suffers from Heartworm disease and increase their chances at adoption. Choose a specific dog or make a general donation.

The Sponsor will receive

- **Sponsor info on Giving webpage**
  - Minimum of 34,000 page views / week

- **Social Media**
  - Minimum of 3,000 impressions / post

- **In Store Signage**
  - Average in-store traffic 665 people/ week

- **Email Blast**
  - Minimum of 12,000 impressions / email

Plus schedule a tour for a special meet & greet with the sponsored pup! Great photo opportunity!

$500 / dog
Minimum 50,000 impressions

All promotional ideas are the sole property of the Houston Humane Society. Ideas are not to be shared with any other party.
Logo on Giving Page on website

Adoptable Kennel Poster 11 in x 17 in

In Store Signage

Save the Date for a LUCKY Event

Thank you for your support.

Email Blast (1)

Social Media Post (1)

Weekly Emails Specs to be customized

Email Blast (1)

Social Media Post (1)
Our "Have a Heart" Treatment Fund was created to help cure the sweet adoptable dogs that suffer from heartworms. Heartworm disease can be potentially fatal and while it is a treatable disease, it can be very costly for a new pet owner.

This is where your sponsorship can make a difference!

By donating to our “Have a Heart Treatment Fund”, you will increase the chances a heartworm-positive dog gets adopted, and you also give him or her a stronger and healthier heart!

What are Heartworms?
Host a Food Drive Event
An effort to help keep our pet pantry stocked and provide meals for hungry pets in need.

The Sponsor will receive

- Social Media & FB event page
  Minimum of 3,000 impressions / post

- Google Event Ad
  Minimum of 7,000 impressions / ad

$100 / event
Minimum 10,000 impressions

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Donate % proceeds
Fundraise for the animals in need by donating a % of your sales! We have seen businesses sell a specialized product for these types of events.

The Sponsor will receive

- **Social Media & FB event page**
  Minimum of 3,000 impressions / post

- **Google Event Ad**
  Minimum of 7,000 impressions / ad

*All promotional ideas are the sole property of the Houston Humane Society. Ideas are not to be shared with any other party.*
Sponsor our Annual Events
Our largest annual fundraisers are hosted in the Spring and Fall.
To be a part of the 2023 life-saving events please contact the following:

Houston Humane Society Annual Life-Saving Events

- **33rd Annual Par Fore Pets Golf Tournament**
  - Contact: Golf@HoustonHumane.org

- **42nd Annual K9 Fun Run & Walk**
  - Contact: FunRun@Houstonhumane.org

All promotional ideas are the sole property of the Houston Humane Society. Ideas are not to be shared with any other party.
INTERESTED IN SAVING LIVES?
EMAIL ASAUCEDO@HOUSTONHUMANE.ORG

14700 ALMEDA RD. HOUSTON, TX 77053
FOR MORE INFORMATION: ANGELINA SAUCEDO, MARKETING MANAGER
(281)881-7513 ASAUCEDO@HOUSTONHUMANE.ORG

Sponsorship package benefits and rates can be customized to fit your needs.