
HOUSTON HUMANE SOCIETY



Non-Profit • Supported by Donations

2023 Sponsorship Opportunities



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

They should give back.



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.

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.

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.

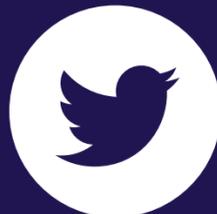
Our Supporters become your customers



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**



Fill a Belly



Save a Life



Provide
Treatment



Heal a Heart

Ways YOU can get Involved

\$2000/ event

Minimum 200,000 impressions

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

▶ **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

▶ **Social Media (2) & FB event page** ▶

Minimum of 3,000 impressions / post

▶ **Email Blast (2)** ▶

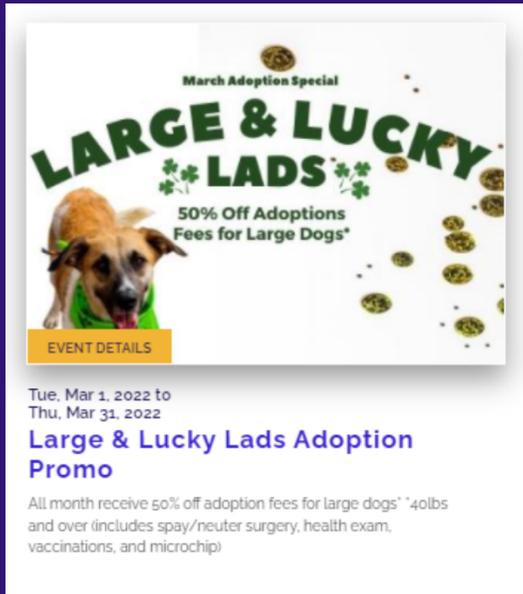
Minimum of 12,000 impressions / email

▶ **In Store Signage** ▶

Average in-store traffic 665 people/ week

▶ **LED Billboard**

Drive by traffic 90,000 impressions



400 px x 286 px

Adoption Event Page on website



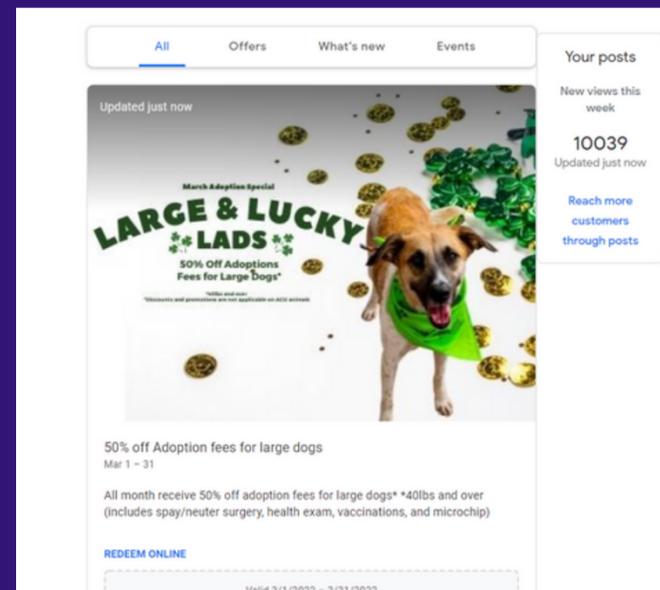
400 px x 286 px and 8 1/2 in x 11 in



Rotating Banner on HoustonHumane.org



Sampling Opportunities



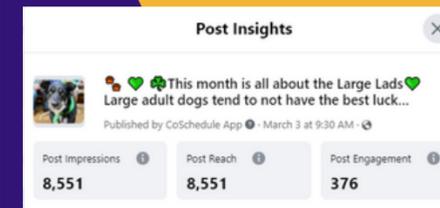
400 px x 300 px

Google Event Ad



654 px x 515 px and 1920 px 1080 px

Social Media Post & Facebook Event



Save the Date for a LUCKY Event



Celebrate St. Patrick's with some adoptable pets and prizes sponsored by Tito's Vodka - the official vodka for dog people!
We will be at **NEIGHBOR** on Saturday, March 12th from 3-6 pm with Tito's Vodka Baskets to win, sweep items giveaways, and adoptable pets on-site! So enjoy some green beer and adorable pups at this dog-friendly outdoor **BAR**.



Thank you for your support,
Houston Humane Society Staff & animals

Questions, concerns, or comments can be directed to
Jessica Hernandez - Special Events Coordinator
jhernandez@houstonhumane.org

Weekly Emails Specs to be customized

Email Blast (2)



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

\$1000/ event

Minimum 100,000 impressions

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



\$500 / dog

Minimum 50,000 impressions

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!

Giving

PARTNER SPONSORS

Houston Humane Society is grateful to our partner sponsors who care about animals and care about the work we continue to do in the greater Houston area and surrounding counties.



Logo on Giving Page on website



Adoptable Kennel Poster 11 in x 17 in

In Store Signage

Save the Date for a LUCKY Event



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Thank you for your support,
Houston Humane Society Staff & animals

Questions, concerns, or comments can be directed to
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jhernandez@houstonhumane.org

Weekly Emails Specs to be customized

Email Blast (1)



654 px x 515 px

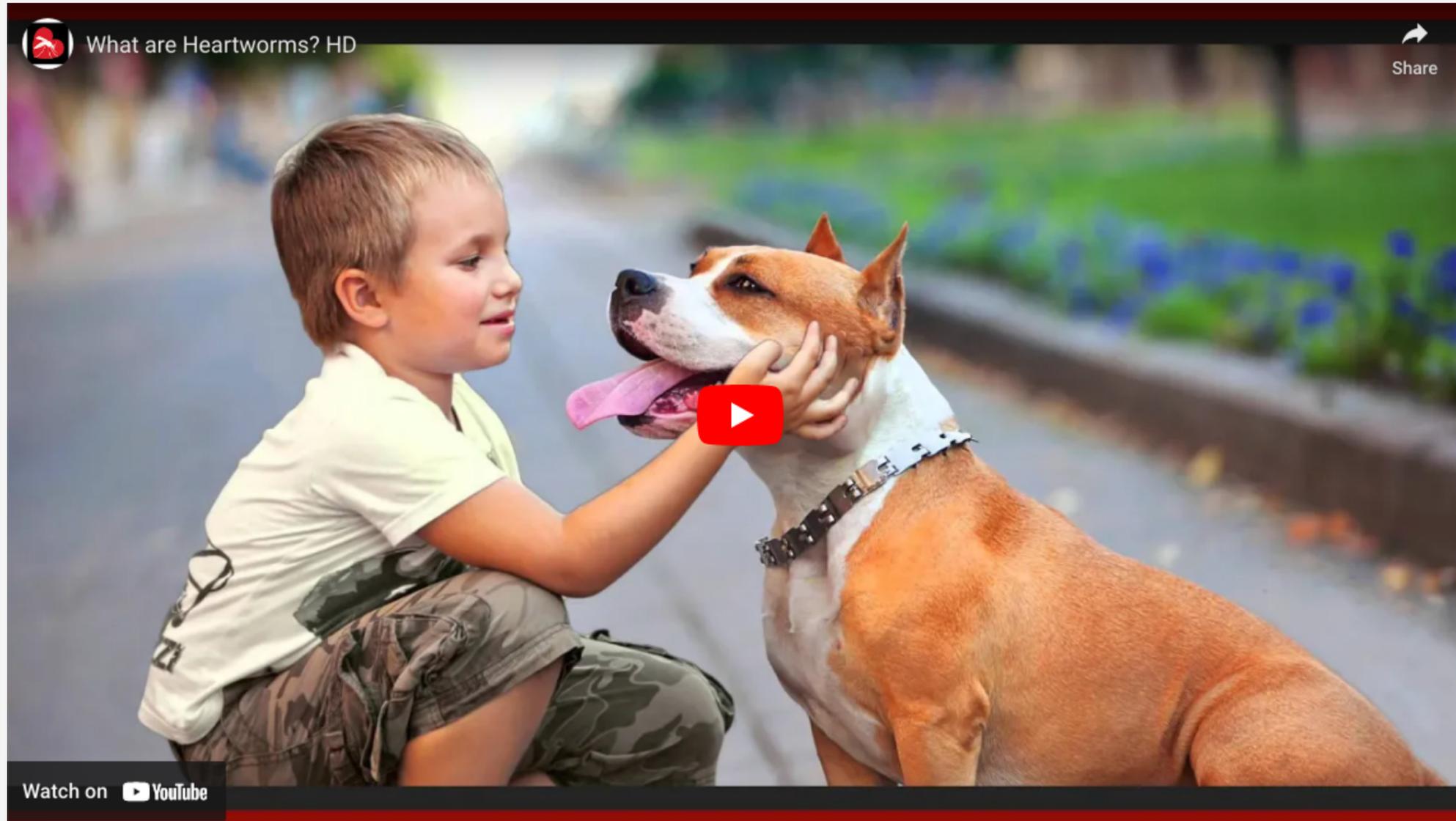
Social Media Post (1)

What are Heartworms?

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!



\$100 / event

Minimum 10,000 impressions

Host a Food Drive Event

An effort to help keep our pet pantry stocked and provide meals for hungry pets in need.

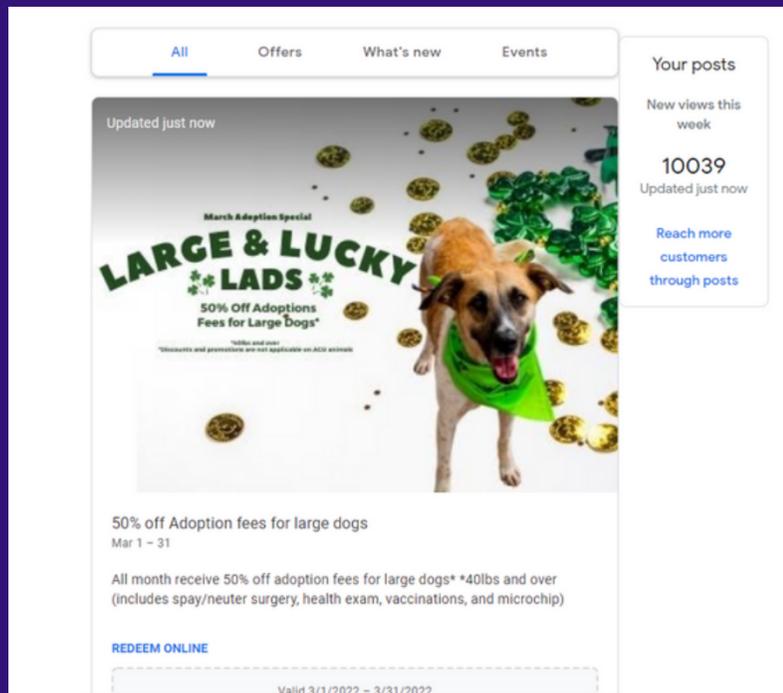
The Sponsor will receive

▶ **Social Media & FB event page**

Minimum of 3,000 impressions / post

▶ **Google Event Ad**

Minimum of 7,000 impressions / ad



400 px x 300 px
Google Event Ad



654 px x 515 px and 1920 px 1080 px

Social Media Post & Facebook Event



In Store Donation Box



8 1/2 in x 11 in

In Store Flyer

min \$100 / event

Minimum 10,000 impressions

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

Sponsor our Annual Events

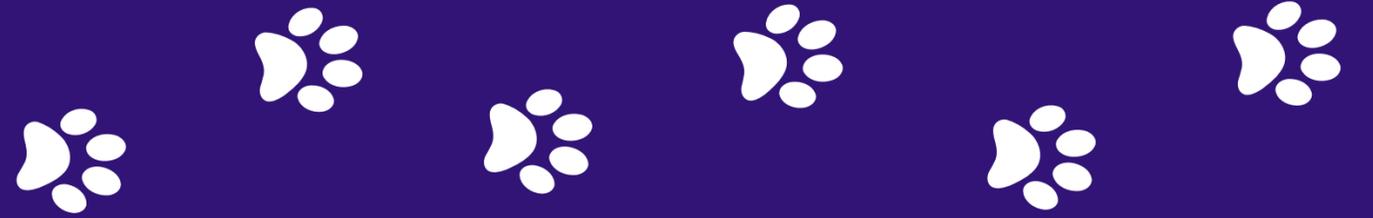
Our largest annual fundraisers are hosted in the Spring and Fall.
To be a part of the 2023 life-saving events please contact the following:

Houston Humane Society Annual Life-Saving Events

- ▶ 33rd Annual Par Fore Pets Golf Tournament
- ▶ 42nd Annual K9 Fun Run & Walk

Contact
Golf@HoustonHumane.org

Contact
FunRun@Houstonhumane.org



@HoustonHumane



@HoustonHumane



@HoustonHumane



HoustonHumane.org

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.



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