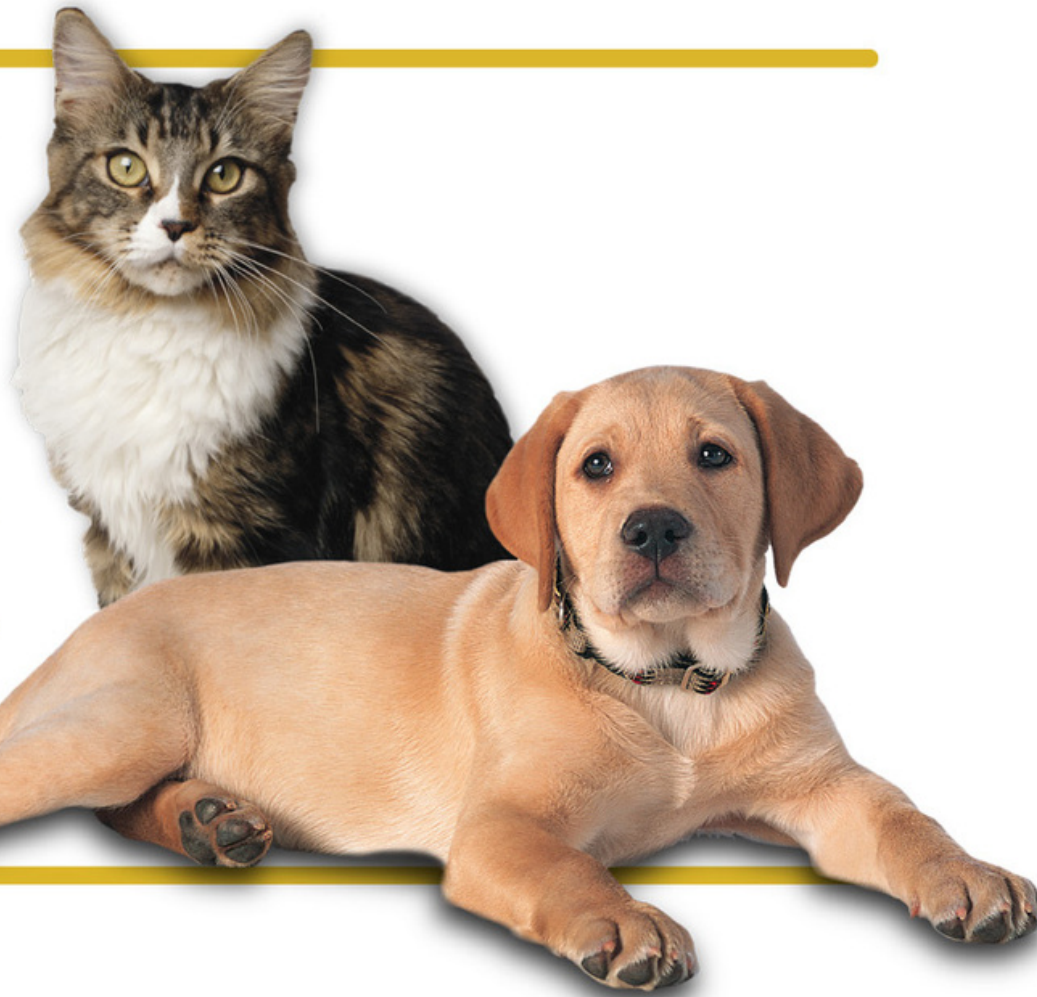


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# HOUSTON HUMANE SOCIETY

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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.

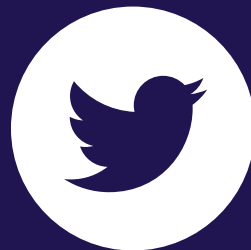
# Our Supporters become your customers



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

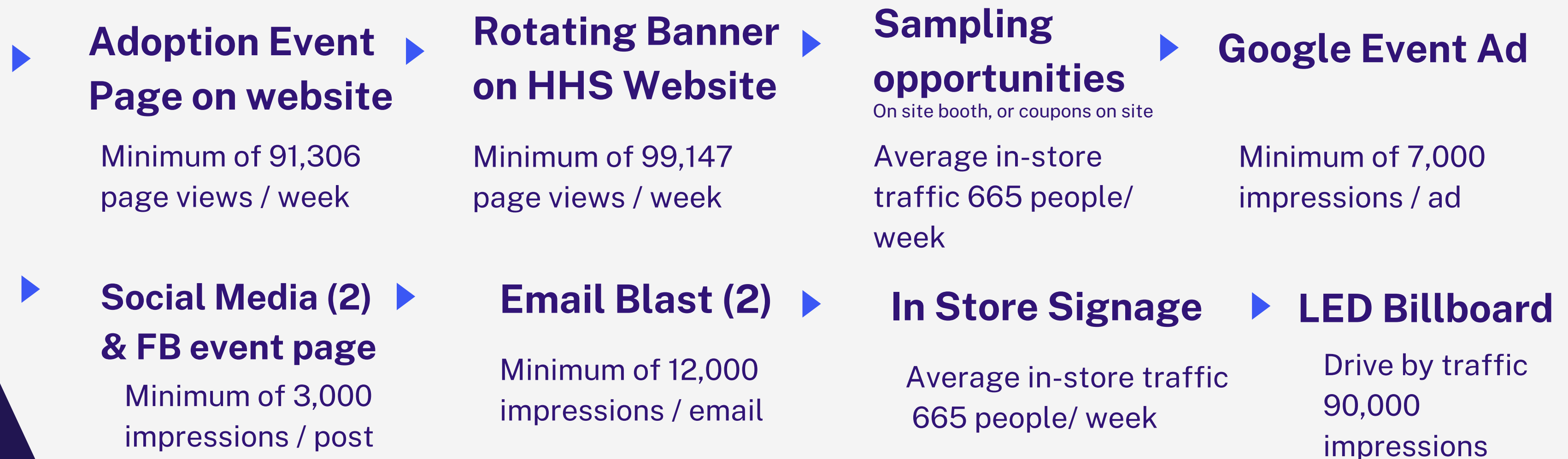


**\$2000/ event**  
Minimum 200,000 impressions

# 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



March Adoption Special

# LARGE & LUCKY LADS

50% Off Adoptions Fees for Large Dogs\*

**EVENT DETAILS**

Tue, Mar 1, 2022 to Thu, Mar 31, 2022

## Large & Lucky Lads Adoption Promo

All month receive 50% off adoption fees for large dogs\* \*40lbs and over (includes spay/neuter surgery, health exam, vaccinations, and microchip)

400 px x 286 px

### Adoption Event Page on website

HOUSTON HUMANE SOCIETY

PROGRAMS ADOPT GIVING CRUELTY CLINIC EDUCATION VOLUNTEER ABOUT US TOP STORIES

## Houston Humane Society Events

ALL EVENTS

Tuesday, March 1, 2022 - Thursday, March 31, 2022

From 11:00 AM - 6:00 PM

Houston Humane Society  
14700 Alameda Rd.  
Houston, TX 77063

### Large & Lucky Lads Adoption Promo

All month receive 50% off adoption fees for large dogs\* \*40lbs and over (includes spay/neuter surgery, health exam, vaccinations, and microchip)

Discounts and promotions are not applicable on ACU animals.

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

HOUSTON HUMANE SOCIETY

PROGRAMS ADOPT GIVING CRUELTY CLINIC EDUCATION VOLUNTEER ABOUT US TOP STORIES

DONATE REPORT CRUELTY

March Adoption Special

# LARGE & LUCKY LADS

50% Off Adoptions Fees for Large Dogs\*

\*40lbs and over  
\*Discounts and promotions are not applicable on ACU animals

HOUSTON HUMANE SOCIETY

1920 px x 575 px

### Rotating Banner on HoustonHumane.org



Adoption Center Main Lobby

### Sampling Opportunities



All Offers What's new Events

Updated just now

March Adoption Special

## LARGE & LUCKY LADS

50% Off Adoptions Fees for Large Dogs\*

\*40lbs and over  
\*Discounts and promotions are not applicable on ACU animals

50% off Adoption fees for large dogs  
Mar 1 - 31

All month receive 50% off adoption fees for large dogs\* \*40lbs and over (includes spay/neuter surgery, health exam, vaccinations, and microchip)

REDEEM ONLINE

Valid 3/1/2022 - 3/31/2022

Your posts

New views this week

10039

Updated just now

Reach more customers through posts

400 px x 300 px

### Google Event Ad

Houston Humane Society

Published by CoSchedule App • March 3 at 9:30 AM

🍀🍀🍀This month is all about the Large Lads🍀🍀🍀

Large adult dogs tend to not have the best luck finding a home quickly due to their size and can spend months waiting to be adopted.

All month long, the Houston Humane Society is honoring LARGE LADS with 50% off their adoption fee in hopes to change their luck!

If you wish to change one of these large lads' luck, 🍀 visit us at 14700 Alameda Rd.

You can see photos of their available pets at [www.HoustonHumane.org](http://www.HoustonHumane.org)

See Insights Boost post

187 4 Comments 61 Shares

Like Comment Share

654 px x 515 px and 1920 px 1080 px

Post Insights

🍀🍀🍀This month is all about the Large Lads🍀🍀🍀

Large adult dogs tend to not have the best luck...

Published by CoSchedule App • March 3 at 9:30 AM

Post Impressions	Post Reach	Post Engagement
8,551	8,551	376



## 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 Baskals to win, swing 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  
Jessie 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



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 **NETTBAH** on Saturday, March 12th from 3-6 pm with Tito's Vodka Baskets to win, wine & beer 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 (1)



654 px x 515 px

## Social Media Post (1)

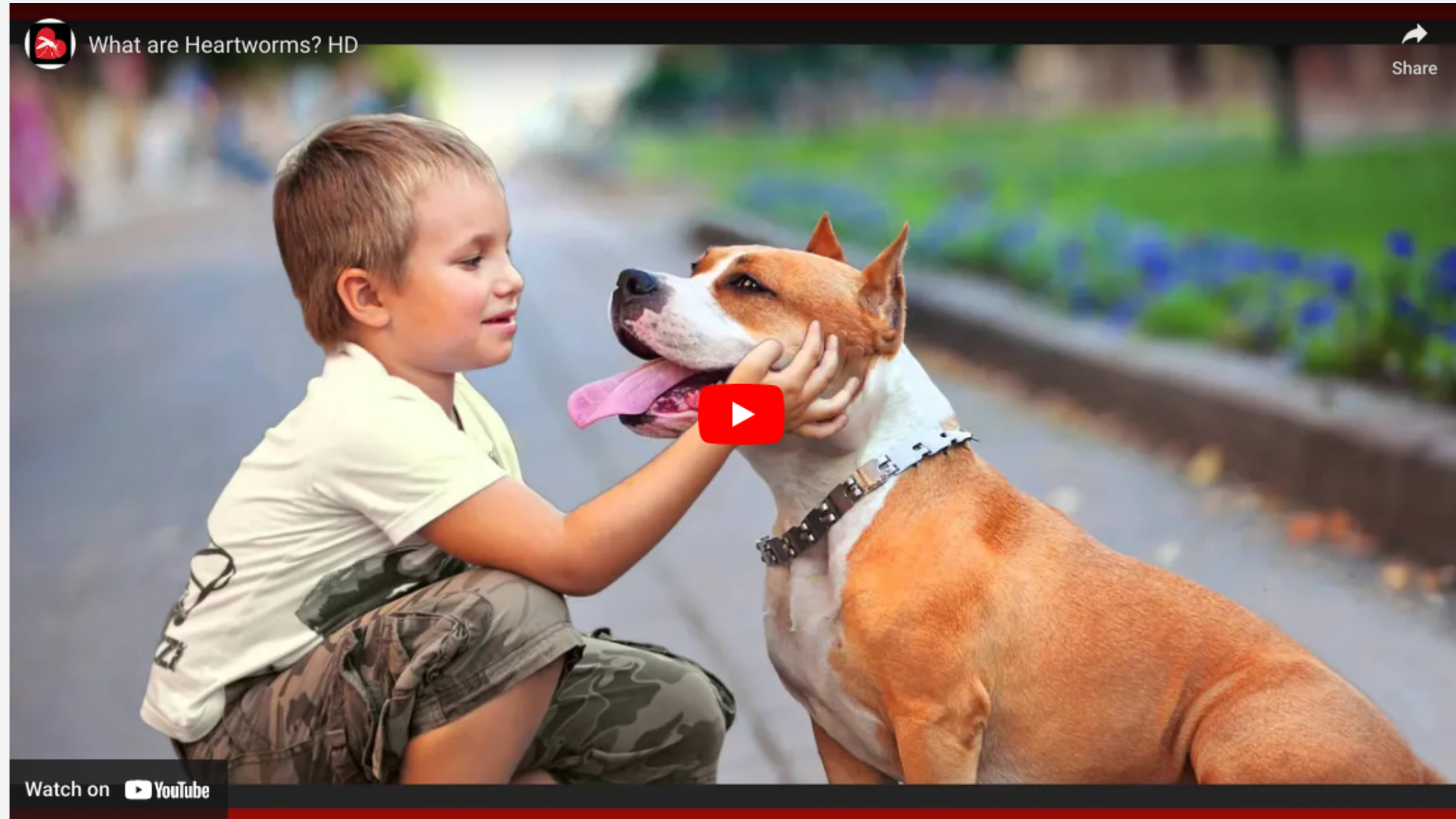


# What are Heartworms?

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**

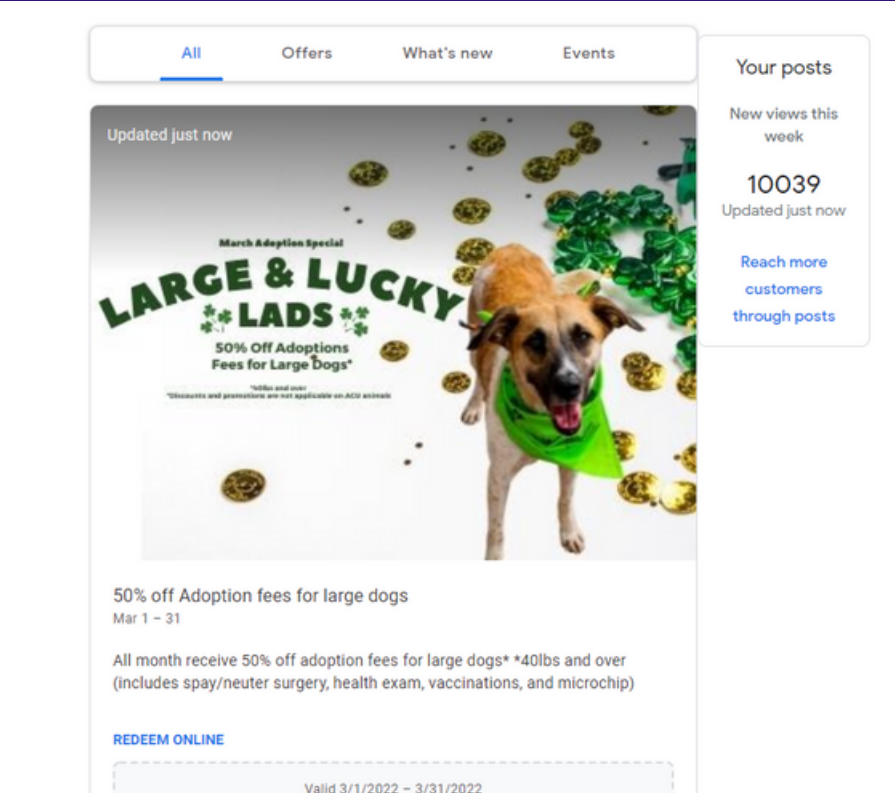
Minimum of 3,000 impressions / post



### **Google Event Ad**

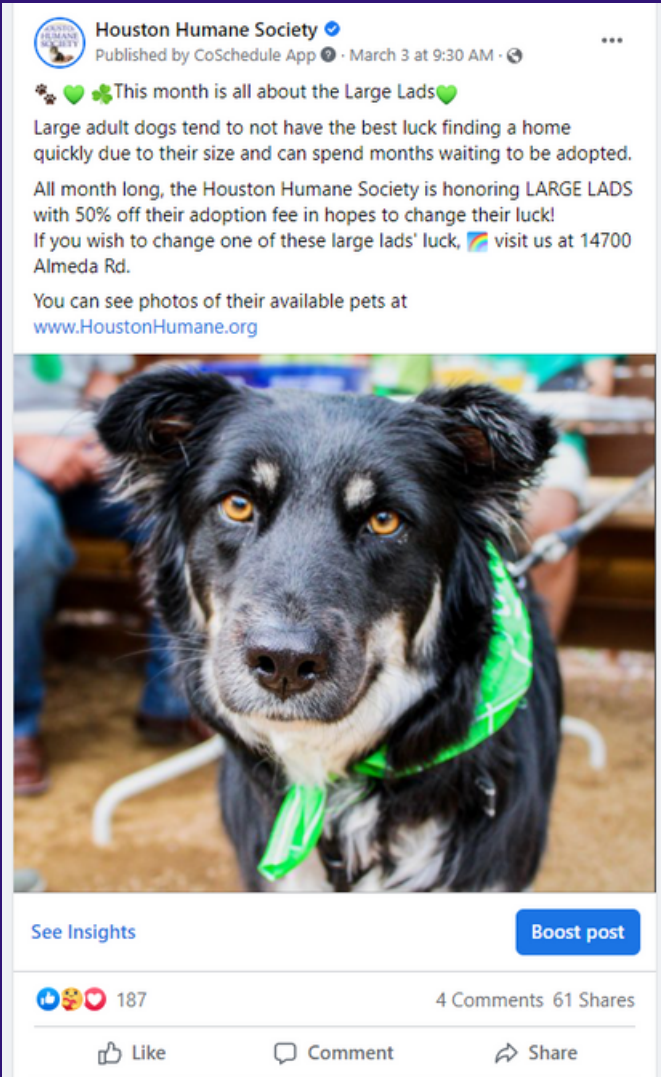
Minimum of 7,000 impressions / ad





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

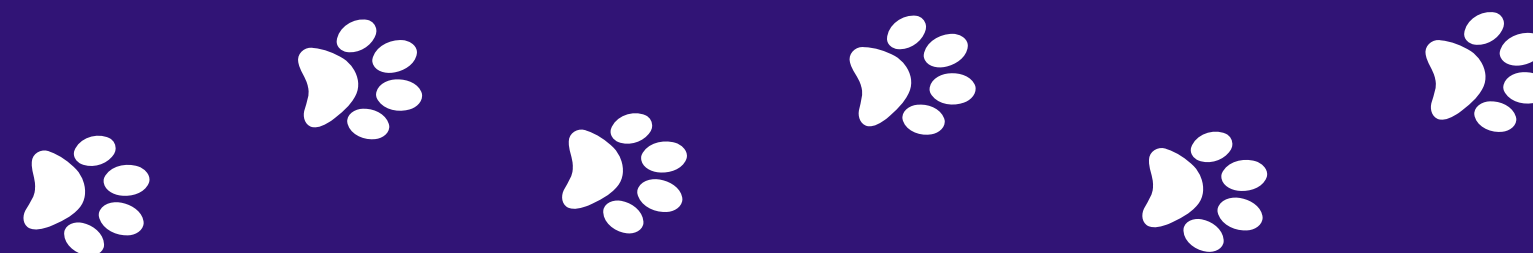
▶ **33rd Annual Par  
Fore Pets Golf  
Tournament**

Contact  
[Golf@HoustonHumane.org](mailto:Golf@HoustonHumane.org)

▶ **42nd Annual K9  
Fun Run & Walk**

Contact  
[FunRun@Houstonhumane.org](mailto:FunRun@Houstonhumane.org)





@HoustonHumane



@HoustonHumane



@HoustonHumane



HoustonHumane.org



HOUSTON  
HUMANE  
SOCIETY

Non-Profit • Supported by Donations

# INTERESTED IN SAVING LIVES?

EMAIL [ASAUCEDO@HOUSTONHUMANE.ORG](mailto:ASAUCEDO@HOUSTONHUMANE.ORG)

14700 ALMEDA RD. HOUSTON, TX 77053

FOR MORE INFORMATION: **ANGELINA SAUCEDO**, MARKETING MANAGER

(281)881-7513 [ASAUCEDO@HOUSTONHUMANE.ORG](mailto:ASAUCEDO@HOUSTONHUMANE.ORG)

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