



**HUMANE
SOCIETY
OF UTAH**

Sponsorship OPPORTUNITIES

About Us

As one of the leading animal welfare organizations in Utah, the Humane Society of Utah (HSU) is transforming how shelters care for animals and engage their communities. From innovative medical and behavior programs to investments in pet retention and humane education, we're advancing animal welfare and creating a more compassionate world for animals in Utah and beyond.

Every year we care for more than 5,000 companion animals in need and aid thousands more through programs that help people nurture and protect their pets.

Our commitment to eliminating pain, fear, and suffering in companion animals means we provide extensive medical treatment, surgery, behavior modification, and foster care to ensure every animal — even those with unique challenges are given a safe refuge and a chance at adoption.

As a result of our efforts, there is no time limit for healthy and treatable animals in our care. In addition, these efforts allow us to help thousands of animals in our community.



In addition to adoption, HSU offers services and support for every stage of an animal's life, including:

- Low-cost spay/neuter surgeries and preventative care services for all community members. Specialty surgeries, and dental care for pets of people with limited means, and nonprofit rescues and shelters
- Assisting pets and empowering their owners in underserved communities through our Pet Retention Program. Helping keep pets with their families and out of shelters
- Free assistance with behavior and training through our behavior department's certified dog trainers
- The S.O.A.R. (Shelter Overpopulation Animal Rescue) Transfer program at the Humane Society of Utah partners with 30 other groups and facilities to transfer at-risk animals to our facility for adoption.

Why Support Us

The Humane Society of Utah is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, small adoption and program fees, and merchandise sales.

HSU can provide the highest quality of care and compassion to pets and people in our community through the generous support of donors and partners who are as passionate about animals as we are. Your corporate support helps HSU enhance the health and well-being of the animals in our care while highlighting your organization's commitment and aligning company values with animal welfare and humane education.



Your Support Will Bring You:

- A connection to the largest nonprofit animal shelter in Utah and its broad, passionate support base
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare
- Education and community support
- Attracting new customers



Ways to support

Sponsorship opportunities:

- Special event (Wags to Wishes Gala, Bark at the Moon)
- Transport or outreach vehicle
- Community Outreach wellness event
- Litter of animals or animals needing specialized care
- Make a financial donation
- Host a Facebook fundraiser
- Provide in-kind products such as treats, supplies, or enrichment toys for shelter animals
- Donate silent/live auction items for a special event

Animals need our help year-round, and it's with your support that we can change their world.

Whether it's a friendly office competition, a celebratory event, a team fitness challenge, (or just because!) your business can use any occasion as an opportunity to fuel your own fundraiser.

With easy-to-use tools, you can fundraise on your own schedule, motivating your friends and family to give to something you love — animals!

Get started by visiting:
UtahHumane.org/fundraise



Annual Reach

Partnership with the Humane Society of Utah means new brand exposure to a large and diverse audience.



4,046,623
Website
Page Views



65,000
Email
Subscribers



247,000
Phone Calls



73,000
Clinic
Customers



1,400
Volunteers
& Fosters



9,000
Donors



Social Media Reach



57,500
Instagram
Followers



104,900
Facebook
Followers

SIGNATURE Events

Wags to Wishes Gala

September
\$1,500 - \$40,000

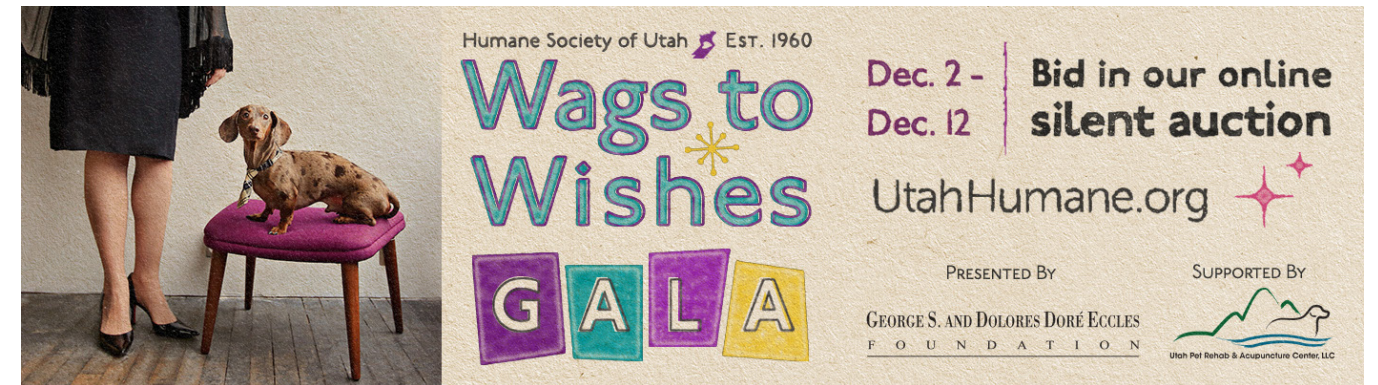
The night will be all glitz and glam, and the highlights will include the following: guest activities (e.g., photo opportunities, raffle), a VIP puppy lounge, and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, sporting events, and goods and services to spoil your pet.

Event Attendee Information:

- 🐾 Higher disposable income than Bark at the Moon attendees
- 🐾 The primary audience for HSU is women and men (60/40) ages 35-60 years old. We see this trend continues in Wags to Wishes attendees year over year
- 🐾 241 in attendance, with most attendees residing in Salt Lake City Proper, Sandy, West Jordan, and Murray
- 🐾 10 successful years

** Based on 2022 attendees*

PROMOTIONAL EXAMPLES Wags to Wishes

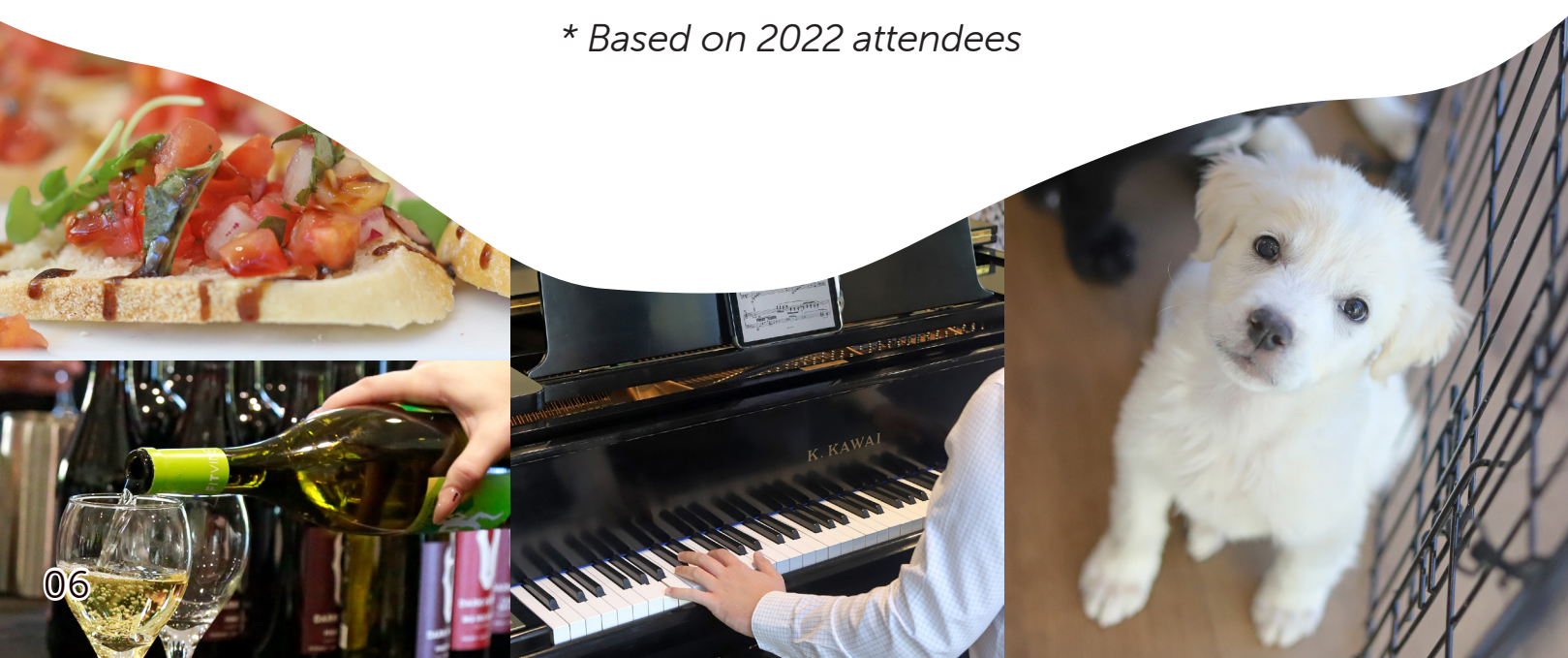


Yesco Billboards across Wasatch Front



Mailed Save the Date Postcard

- 🐾 Sponsor mentioned on HSU pet segment on CW 30/ABC 4 Segment and radio ads
- 🐾 Opportunity to create a pre-taped commercial up to 60 seconds featured during the reception
- 🐾 Sponsor mentioned on HSU phone recording
- 🐾 Company logo featured on HSU Branded & YESCO event billboards across the Wasatch Front
- 🐾 Company logo and name featured periodically on lower bottom of virtual event screen during live event
- 🐾 Logo will be displayed on the event entrance, banquet hall signage, paddle raise, silent auction platform, and event program cover



SIGNATURE Events



May
\$400 - \$25,000

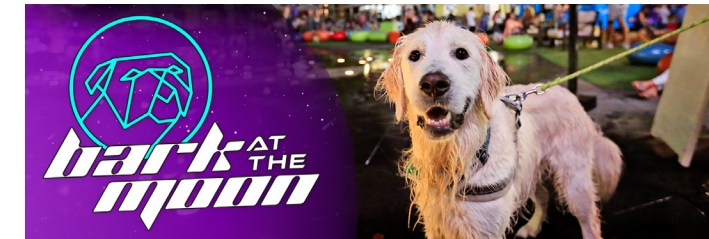
This is our largest consumer event! Part doggie date night, part doggie festival, this is one of the local dog lovers' favorite events of the year! So bring your pup for a night of furry fun at the Gateway Plaza. With Instagramable worthy photo ops, you and your dog can indulge in food trucks, dabble in the market alley for specialty pet and human products, learn some new things about your four-legged friends, and more!

Event Attendee Information:

- 🐕 The primary audience for Bark at the Moon is women ages 24 - 34. We see this trend continue in attendees year over year, with most attendees residing in Salt Lake City Proper, Sandy, & Draper
- 🐕 Sold out, 500 in attendance
- 🐕 Four successful years

* Based on 2022 attendees

PROMOTIONAL EXAMPLES Bark at the Moon

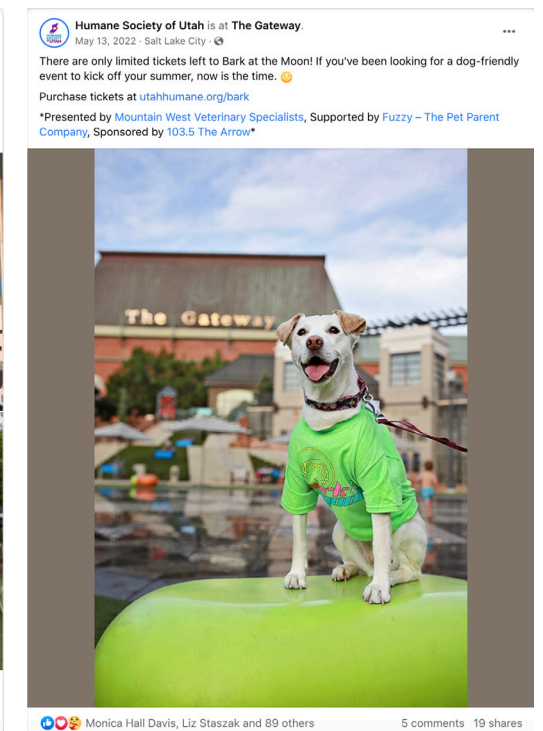
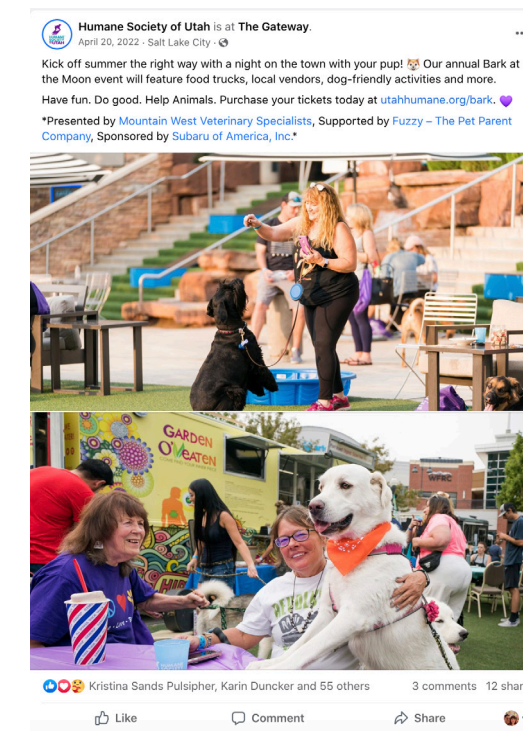


E-newsletter, E-blast



HSU Electronic Billboard on I-15

Social Posts



- 🐕 Sponsor mentioned on HSU pet segment on CW 30/ABC 4 Segment and radio ads
- 🐕 Company logo featured predominantly on Gateway Tower in Plaza
- 🐕 Sponsor logo and name included on HSU's event emails, social media, clinic TVs & HSU Press Releases
- 🐕 Company logo featured on HSU Branded & YESCO event billboards across the Wasatch Front
- 🐕 Prominent booth space in vendor alley and logo on event swag bags/bandanas
- 🐕 Sponsor mentioned on HSU phone recording

SIGNATURE Events



August

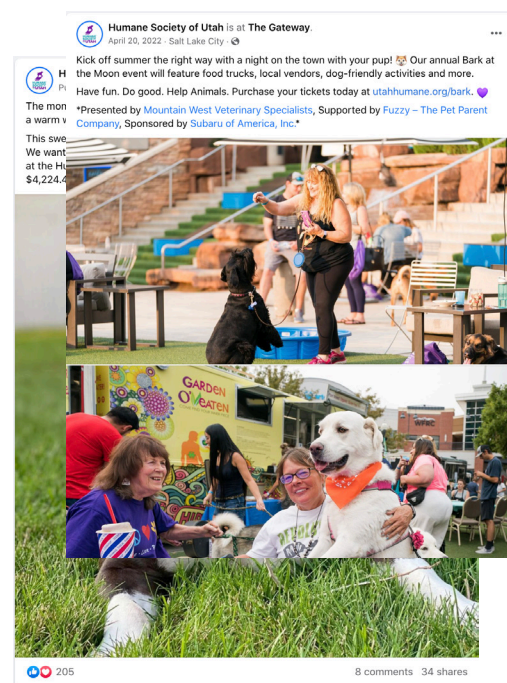
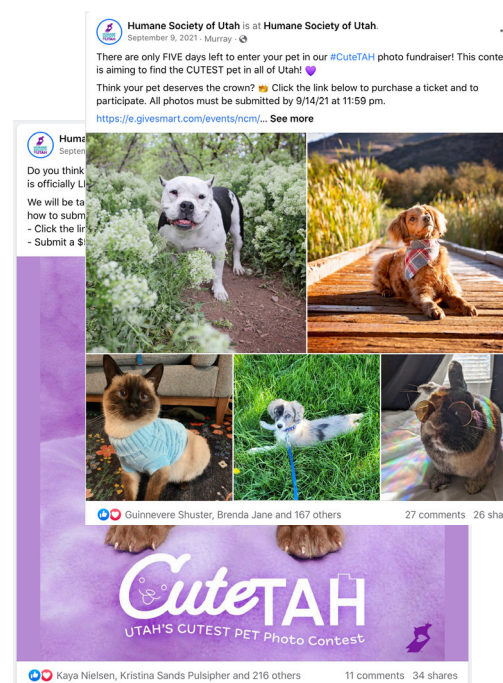
CuteTah, where Utahns come together to show off their cutest pets. This annual photo contest has great prizes, with the top winners appearing in our calendar. People can submit their images and encourage their friends and family to vote. The calendar features ad spaces and QR codes with helpful information like pet poison prevention and hot weather tips.

Event Attendee Information:

- Over 650 voters and submissions
- Reached over 50,000 people online
- 2022 was the first year

PROMOTIONAL EXAMPLES

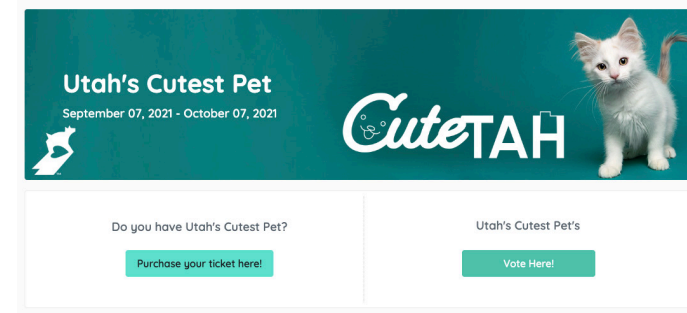
Social Media Posts featuring your company's handle



PROMOTIONAL EXAMPLES CuteTah



Hosted on photo voting website platform,
Featured on HSU website



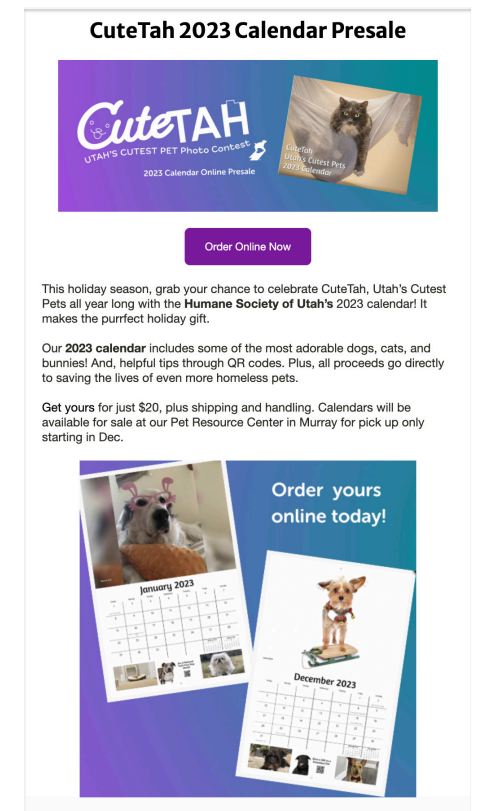
Hosted on photo voting website platform



HSU's electronic Billboard on I-15



Featured in Adoption lobby store
and on adoption desks



E-Blast

H.E.R.O. Camp

March - October
\$500 - \$50,000

Day of Giving

March \$5,000 - \$50,000

Giving Tuesday

November \$20,000

Corporate Volunteer Day

Ongoing \$500 - \$50,000

Shelter Sponsor

Annual \$200 - \$50,000

SIGNATURE Events

Campers are provided with experiences that foster empathy, appreciation, and respect for all animals. During a typical day at our Humane Educators Reaching Out Camp, children will participate in age-appropriate humane education workshops, play games, learn animal care, interact with shelter animals and more.

An extraordinary day of generosity to support HSU - the private shelter that saves the most lives in Utah. Using primarily social media, email, and new in 2023: Day of Giving celebration party at a local SLC bar. Your partnership showcases your love for pets in our community, while catalyzing others to do the same.

On Giving Tuesday your organization will have the opportunity to take over our Facebook, other social media pages, website and advertising as a Matching Gift Challenge sponsor.

Connect to our broad, passionate support base, attracting new clients, engaging your employees through valuable team building activities, inspiring social responsibility and a way to give back to our community, and aligning your company values with animal welfare and education.

Show thousands of potential adopters each month how much you care about animals in need with a sponsorship plaque on any available areas within our shelter, such as Kitty City and Dawgville.

Annual Reach

79,000

Utahns engaged with HSU in-person through community outreach, pet adoption, events, and our pet services.



228,000

Utahns engaged with HSU virtually through social media and email subscriptions.



CONTACT

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CURRENT & PAST Sponsors

