



**HUMANE
SOCIETY
OF UTAH**

**Sponsorship
OPPORTUNITIES**

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About Us

Our Mission

The Humane Society of Utah is dedicated to the elimination of pain, fear, and suffering in all animals.

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.



As the largest private nonprofit animal welfare organization in the state, we provide the following programs to benefit Utah communities:

- Affordable pet spay/neuter and vaccinations
- Shelter, medical care, and adoption of homeless pets
- Pet retention
- Transfers from overcrowded shelters
- Pet care and behavioral resources
- Foster care for vulnerable animals
- Humane education

Why Support Us

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



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
- Brand awareness for new customers



Annual Reach

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



4,319,297

Website Page Views



60,000

Email Subscribers



247,000

Phone Calls



48,800

Clinic Customers



1,407

Volunteers & Fosters



9,250

Donors

58,000

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



Social Media Reach



60,300

Instagram Followers



106,000

Facebook Followers

234,000

Utahns engaged with HSU virtually through social media and email subscriptions

SPONSOR Opportunities

Shelter Animals & Veterinary Support

The Humane Society of Utah offers various sponsorship opportunities to support its shelter and medical operations, ensuring the welfare of homeless pets. These opportunities include:

-  **Community Support / Pay it Forward Sponsor:** Ranges from \$500 to \$25,000, supporting pet retention expenses, subsidized adoption fees, and access to veterinary care. Allows us to make the impossible, possible.
-  **Keep the Lights On Sponsorship:** Ranges from \$500 to \$50,000, supporting ongoing maintenance and modernization of our facility in Murray.
-  **Enrichment Sponsor:** \$500 per month enriches the lives of shelter animals with toys, treats, and training.
-  **Food Sponsor:** \$6,000 monthly feeds over 150 shelter animals with special dietary needs.
-  **Kitty Essentials:** \$1,000 monthly sponsors litter and litter boxes for over 100 cats.
-  **In-Shelter Surgeries:** \$250 per pet helps cover surgical costs for essential medical interventions.



Bark at the Moon

May

\$500 - \$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 with 1,000 in attendance, aiming for 1,500 in 2024
- 🐶 Five successful years

** Based on 2023 attendees*



SIGNATURE Events

Barktober Fest

September
\$500 - \$20,000

Join the Humane Society of Utah for a dog and family-friendly spook-tacular Halloween celebration. This event includes a Halloween costume contest and pet parade, local vendor booths, a Trick-n-Treat contest, treats from various food trucks, local craft beer, and fun Carnival games.

Take advantage of this frightfully delightful experience to get your brand in front of 2,000+ dog lovers!

Event Attendee Information:

- 🐶 The primary audience for Barktober Fest is women and families
- 🐶 386 in attendance at our debut event in 2023, with attendees from all over the Salt Lake Valley



Wags to Wishes Gala

November

\$2,500 - \$40,000

Get ready for a night of luxury and fun! Picture this: a fancy dinner, tasty drinks, live entertainment, photo ops galore, a VIP puppy lounge, and a program with a cause. Plus, we've got exciting silent and live auctions with dreamy trips, delicious food, sports, and treats for 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
- 🐾 486 in attendance, with most attendees residing in Salt Lake City Proper, Sandy, West Jordan, and Murray
- 🐾 11 successful years

** Based on 2023 attendees*



Sponsor OPPORTUNITIES

Day of Giving

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

An extraordinary day of generosity to support HSU - the private shelter that saves the most lives in Utah. Using primarily social media, email, your partnership showcases your love for pets in our community, while catalyzing other to do the same.

Giving Tuesday

November \$20,000

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.

Off-Site Adoption Event

Ongoing \$5,000

Create an unforgettable day of love, companionship, and new beginnings by hosting an Off-Site Adoption Event, proudly sponsored by [Your Company Name], in collaboration with the Humane Society of Utah. This opportunity aims to connect adorable, adoptable pets with their new families at your organization, offering a second chance to animals in need.

Corporate Volunteer Day

Ongoing \$500 - \$50,000

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.

CuteTah

August \$5,000

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 submit their images and encourage their friends and family to vote. The calendar features ad spaces and helpful pet safety info.

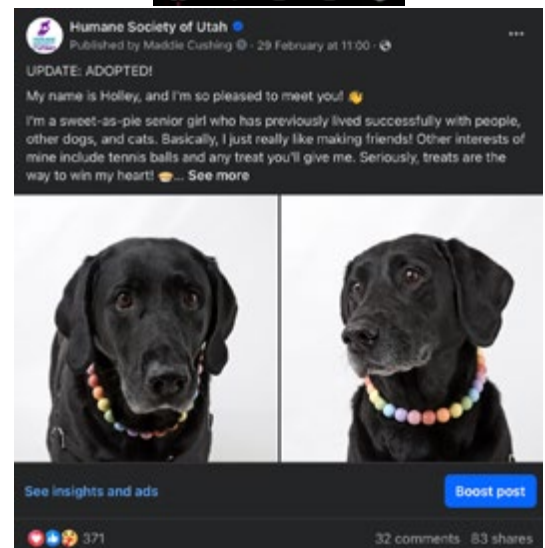
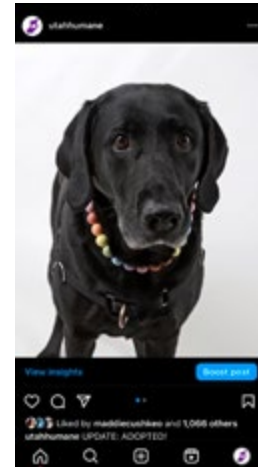
Sponsor OPPORTUNITIES

Pet of the Week Sponsor

LIMITED AVAILABILITY **Price: \$350 per pet featured**

Pet of the Week Sponsorship includes:

- 🐾 Select one pet per week for the term detailed above to feature as “[Company Name] Pet of the Week”
- 🐾 Create Facebook and Instagram post - photo to include company logo and will be tagged in post
- 🐾 Create Billboard image to featured on HSU’s digital billboard near our facility on I-15
- 🐾 HSU to provide creative (pet photo, bio etc.) to the company on designated day
- 🐾 Upon adoption, the new family will be notified that the company has sponsored the adoption fee of the animal
- 🐾 HSU shall invoice the company on a monthly basis



Special Adoption Event Sponsor Price: \$5,000 - \$30,000

Your company’s sponsorship of adoption events at the Humane Society of Utah (HSU) will play a pivotal role in facilitating the transition of pets from a shelter environment to loving homes. This life-saving, fee-waived event offers numerous advantages:

- 🐾 **Adopters win:** Your sponsorship covers adoption fees, allowing adopters to bring home fully vaccinated, microchipped, and spayed or neutered pets at no cost. This makes adoption significantly more accessible than purchasing a pet outright
- 🐾 **HSU wins:** With your company covering adoption fees, HSU can effectively fulfill its mission and provide pets with a second chance
- 🐾 **Corporate Sponsors win:** By partnering with us, corporate sponsors gain visibility through our billboards, social media platforms, and website and can engage with adopters on-site
- 🐾 **Pets win:** Through this event, pets are welcomed into caring and supportive households, enriching not only their lives but also those of their new families

Adoption & Companion Animal Support

Paws of Honor Sponsorship: \$5,000
provides exposure and interaction opportunities during adoption events.

Golden Heart Sponsorship: \$3,000
offers special recognition during a chosen adoption day.

Silver Whiskers Sponsorship: \$2,000
supports weekday adoption efforts with acknowledgment through various channels.

Furry Friend Spotlight Sponsorship: \$350
sponsors the care for one animal, featuring the support prominently in the pet's biography and on social media platforms.



Individuals and companies can support animal welfare while promoting a compassionate community by partnering with the Humane Society of Utah through these sponsorships.



CONTACT

Corporate Sponsorships
Corporate Relationship Manager
sponsor@utahhumane.org
801-261-2919

COMMITMENT Form

Thank you for supporting the Humane Society of Utah with a corporate sponsorship.
Please indicate below how you'd like to help support animals in need throughout Utah.

			Amount Committed
Shelter Animals & Veterinary Support	Pg. 5	\$500 - \$25,000	
Bark at the Moon	Pg. 6	\$500 - \$20,000	
Barktober Fest	Pg. 7	\$2,500 - \$40,000	
Wags to Wishes Gala	Pg. 8	\$5,000 - \$50,000	
Day of Giving	Pg. 9	\$20,000	
Giving Tuesday	Pg. 9	\$500 - \$50,000	
Corporate Volunteering	Pg. 9	\$5,000	
Off-Site Adoption Event	Pg. 9	\$20,000	
Cute-Tah - Utah's Cutest Pets	Pg. 9	\$500 - \$50,000	
Pet of the Week	Pg. 10	\$5,000 - \$30,000	
Special Adoption Event Sponsor	Pg. 10	\$250 - \$72,000	
HSU Mission Support	Pg. 11	\$350 - \$5,000	
Total Amount Committed			

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

CHECK ENCLOSED

CHARGE MY CARD

CARD NUMBER _____ EXP DATE _____ ZIP CODE _____

INVOICE ME

PRINT NAME _____

AUTHORIZED SIGNATURE _____