

# Partner & Sponsor Opportunities

**2021-2022**



**HSSC**

THE HUMANE SOCIETY  
OF SARASOTA COUNTY

# MAKE AN IMPACT...and have fun doing it!



*You love animals. We love animals. Your customers love animals. Joining forces is a win-win-win.*

Annual partners, event sponsors, and program sponsors will help the Humane Society of Sarasota County (HSSC) **save the lives of more than 2,100 cats and dogs this year and enrich human lives along the way.** As the area's premier no-kill shelter, HSSC engages the hearts, hands, and minds of the community to help animals. Did you know that HSSC receives no federal funding, nor are we part of any national humane organization? It's true. We rely solely on contributions from individuals, corporations, and foundations.

With the help of partners like YOU, HSSC transforms your donations into actionable, effective programs and services that directly benefit dogs and cats and the people who love them.

## WHY PARTNER?

**Enhanced Visibility:** Statistics say that 88% of Americans will support a company that supports a cause. By partnering with HSSC, you'll enjoy increased visibility through our marketing channels, which are filled with tens of thousands of engaged followers. Your good corporate social responsibility will be on full display, and you'll appeal to our slice of the 85 million pet-owning U.S. households.

**Local Impact:** HSSC has been your local shelter since 1952, so it's no understatement to say we have deep roots in our community. We just completed an \$8.5M renovation and expansion project, adding 20,000ft<sup>2</sup> to our facility and doubling down on our commitment to being the area's premier no-kill shelter.

**Solid Investment:** We have earned the coveted 4-star rating from Charity Navigator for five years straight, and we are the only animal welfare organization in Florida (and just one of five in the nation!) to have a perfect score. You can trust that HSSC will use your donations wisely.

## HOW TO PARTNER

*There are three partner and sponsor tracks. Choose one path or all three. All partnerships and sponsorships in effect August 2021 through July 2022.*

-  Annual Partnership (\$5,000+)
-  Event Sponsorships (\$1,500-\$10,000)
-  Program Sponsorships (\$10,000)



## ANNUAL PARTNERSHIP

Partners are the lifeblood of the Humane Society of Sarasota County. These are the businesses and foundations that believe in HSSC's mission and show their support through annual contributions that sustain our programs and services. As an official partner, your impact is felt in every aspect of our organization.

***\$5,000+ annual commitment (August 2021–July 2022)***

### ANNUAL PARTNERSHIP PERKS

All annual partners receive these benefits:

- Logo and website link on HSSC's homepage (500,000+ unique views per year) and partner webpage
- Tagged posts on HSSC's Facebook (23,000+ followers) and Instagram (5,200+ followers) pages
- Inclusion in HSSC's Annual Impact Report (published in January)
- Logo on partner signage in HSSC lobby (13,000+ visitors each year)
- Spotlight in our Pawsitive Press Newsletter (20,000+ subscribers)
- Special HSSC Partner digital logo and door decal for your use
- Submission to Sarasota *Herald-Tribune's* Good Deeds
- Reserved shelter volunteer day for your staff
- Exclusive content and invitations



*Presto, HSSC Alum*



## EVENT SPONSORSHIPS

There's no party quite like an HSSC party. Combining top-notch entertainment, delicious food, unexpected touches, mission moments and, of course, tons of really cute guests! HSSC events are always pawsitively spectacular. Sponsoring our signature events will expose your business to a crowd of animal-loving movers and shakers, all while supporting HSSC's lifesaving mission. All event proceeds benefit HSSC. And, for the first time ever, our 2021-2022 special events will be held at HSSC in our new 3,000ft<sup>2</sup> event space!

### 2021-2022 SPECIAL EVENTS

#### Grand Opening

*Friday, September 24, 2021*

After years of construction and planning, HSSC's gorgeously renovated and expanded facility is finally complete. Celebrate our increased capacity and our renewed commitment to being the area's premier no-kill shelter and a hub for animal welfare for decades to come. We'll begin with a public ribbon-cutting, followed by an invitation-only sit-down lunch with local leaders and top donors. Secure your spot at the table.

#### Faux Paws on the Catwalk

*Friday, October 22, 2021*

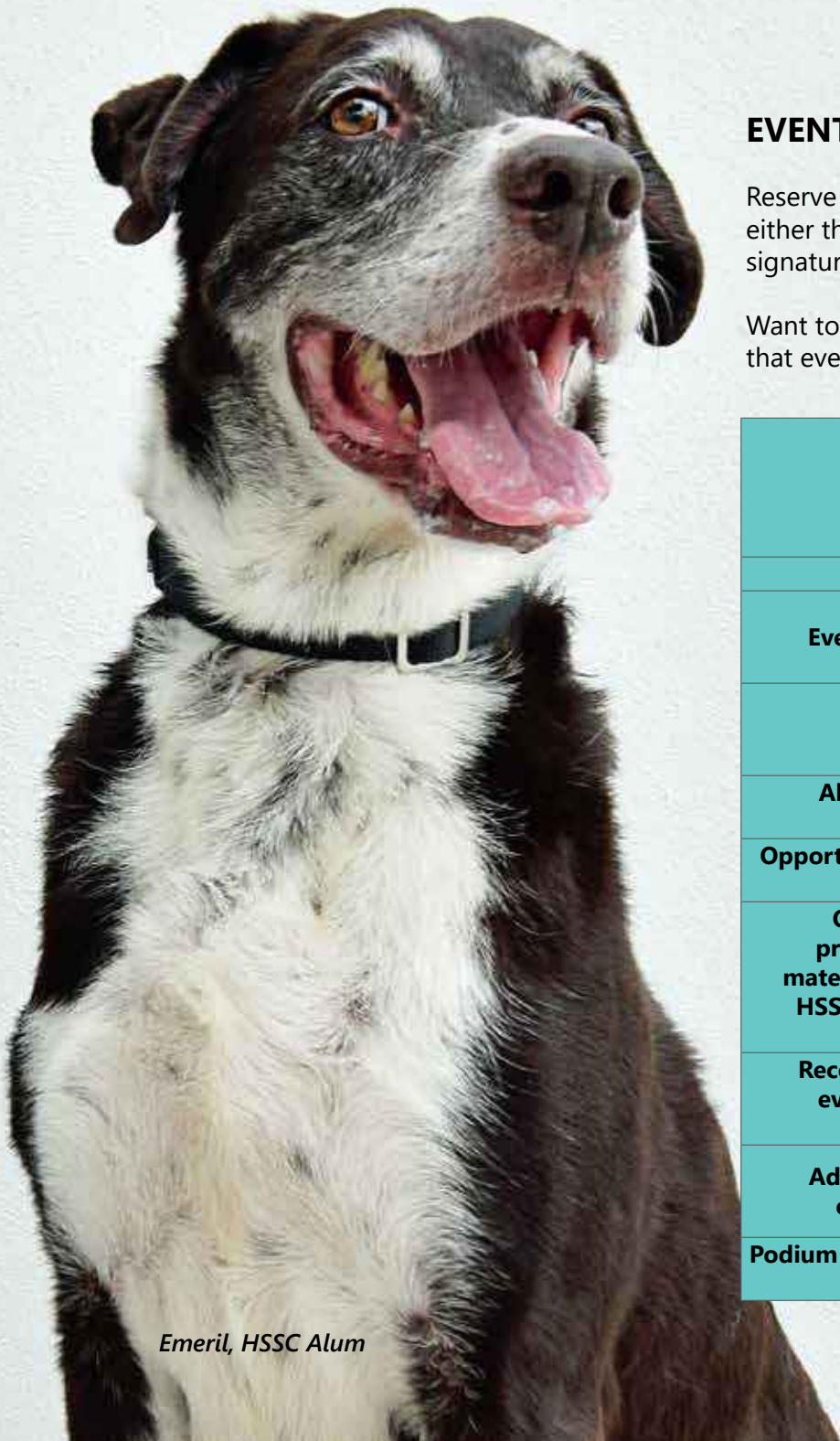
Not quite Paws on the Catwalk. This cheeky event will combine elements of our beloved spring luncheon in a more relaxed setting. Don your white cocktail attire (after Labor Day!) for an afternoon of wine, hors d'oeuvres, shopping, and animals, all set in HSSC's lush backyard garden. After the drought of COVID-19, we're all ready for a little in-person fun. This event will also set the stage for the full-scale Paws on the Catwalk in Spring 2022.

#### 15th Annual Paws on the Catwalk

*Spring 2022*

Everyone LOVES Paws on the Catwalk. For more than a decade, Paws has set the standard for fundraising luncheons. Combining high-octane entertainment, exclusive shopping, fabulous raffle prizes, certified Hot Guys, bundles of adoptable animals, and signature cocktails, Paws is *the* spring event. In years past, the main attraction has been a fashion show and an artwalk. What will 2022 bring? You'll just have to be there to find out.





Emeril, HSSC Alum

## EVENT SPONSORSHIP PERKS

Reserve your seat at the table by sponsoring our signature events. One sponsorship at either the CatMeow, Puppy Love, or Smitten Kitten level gets you access to all three signature events.

Want to be the top dog? Sign up to be the exclusive Best in Show presenting sponsor at that event and enjoy the extra spotlight.

	<b>Best in Show (Only 1 Available)</b>	<b>Best in Show (Only 1 Available)</b>	<b>Best in Show (Only 1 Available)</b>	<b>CatMeow</b>	<b>Puppy Love</b>	<b>Smitten Kitten</b>
<b>Amount</b>	\$10,000	\$10,000	\$10,000	\$5,000	\$3,000	\$1,500
<b>Event(s) Included</b>	Grand Opening	Faux Paws on the Catwalk	Paws on the Catwalk	All 3	All 3	All 3
<b>Tickets</b>	Full table*	Full table*	Full table*	Full table* at each event	4 tickets for each event	2 tickets for each event
<b>All HSSC Annual Partner Perks</b>	X	X	X			
<b>Opportunity to speak to the crowd</b>	X	X	X			
<b>Opportunity to provide marking materials to 2,000+ HSSC adopters for one year</b>	X	X	X			
<b>Recognition on all event marketing materials</b>	Top billing	Top billing	Top billing	X	X	X
<b>Advertisement in event program</b>	2-page spread	2-page spread	2-page spread	Full page for each event	1/2 page for each event	1/4 page for each event
<b>Podium recognition at event</b>	X	X	X	X	X	X

\*Full table is either 8 or 10 prime tickets, depending on the event.



## PROGRAM SPONSORSHIPS

As a program sponsor, you underwrite one HSSC program for an entire year. Perhaps it's a program that closely aligns with your mission, or maybe one that's close to your heart. This is an opportunity to concentrate your support on what matters most to you.

Programs available for sponsorship: Pet Therapy, Teen Program, Fur Fun Summer Camp, TLC Program, Helping Hands Program, Pets for Vets, and our Lunch & Learn Series.

***\$10,000 annual commitment (August 2021–July 2022) per program. Only 1 sponsorship available per program.***

### **Pet Therapy Program**

The Pet Therapy Program connects caring volunteers and their personal pets with opportunities to bring comfort, happiness, and humane education to a wide range of adults and children throughout Sarasota County. Teams visit schools, senior living centers, hospitals, rehab facilities, and more—anywhere people can use a little animal-inspired cheer. You can sponsor this army of more than 80 pet therapy teams, each one trained and certified by HSSC, then deployed into the community on a mission to spread joy.

### **Teen Program**

Teen Program is ideal for animal-loving teens, ages 12-17, who have an interest and passion for helping animals. This fun and informative program focuses on developing teens to become responsible pet owners and future HSSC volunteers. Teens learn the basics of handling dogs and cats, with an emphasis on enrichment and humane education. They work on activities that complement what they learn in class, like making toys and treats for shelter animals. Once teens complete the program, they can volunteer at the shelter and they earn community service hours for their time. You can help teens become engaged, service-oriented adults.



*Daisy Rose,  
HSSC Alum*

### **Fur Fun Summer Camps**

For decades, HSSC has encouraged children ages 6-11 to unleash their animal instincts at our Fur Fun Summer Camps. These week-long day camps—held at HSSC in our new Education & Training Center—combine exciting guest speakers, crafts, games, and plenty of hands-on time with animals both domestic and exotic. You never know what the day will bring: reptiles, a tour of HSSC's in-house clinic, farm animals, bottle-baby kittens, and so much more. Your sponsorship will create lasting memories and nurture a lifelong love and respect for animals.

### **Helping Hands Program**

Veterinary care can be expensive, even at HSSC's full-service-yet-affordable public Animal Clinic. When someone's beloved pet gets sick or injured, we never want the pet to suffer or die because the owner cannot afford the necessary care. The Helping Hands Program is a need-based emergency medical fund, administered at the discretion of our medical director. We work with clients to determine what they can pay, then the fund covers the rest. It's a helping hand at the worst of times, and your sponsorship makes it possible.

# PROGRAM SPONSORSHIPS

## Pets for Vets Program

Scores of research studies prove that pet ownership has profound health benefits. For those who have served in the U.S. Military, a companion dog or cat can be a true comrade in arms. As a thank you to all active-duty and veteran members of the U.S. Armed Forces, HSSC proudly offers our Pets for Veterans Program. Service members simply show proof of military service, and their adoption fee is covered. While not trained service animals, HSSC adoptable animals are guaranteed to provide love and support. Sponsoring the Pets for Veterans Program shows your support for our troops and gives animals a second chance.

## TLC Program

One of HSSC's newest programs, the Tender Loving Care (TLC) Program benefits shelter pets with special needs, particularly senior pets and pets with long-term medical conditions. By subsidizing their post-adoption medical needs—from medicine to laser therapy—at our Animal Clinic, the TLC Program encourages people to consider adopting these extra-special animals. Your annual sponsorship of this program has a direct impact on these animals' lives and enhances HSSC's ability to take in special-needs animals in the first place.

## Lunch & Learn Series

Achieving our vision of a community where all animals are cared for and loved requires that we educate and empower people. HSSC's Lunch & Learn Series does both. At these monthly seminars, we share our mission, history, and programs and services over a light lunch, then cap it off with a behind-the-scenes tour. Attendees, who range from business leaders to retirees, walk away energized, informed, and engaged. As presenting sponsor, you'll take advantage of a priceless opportunity to align your business with this momentum.

## PROGRAM SPONSORSHIP PERKS

All program sponsors receive these benefits:

- Logo recognition on all program-specific materials and marketing (e.g., each program's webpage, literature, and signage)
- All Annual Partner Perks





## LET'S MAKE IT OFFICIAL

Fill out the enclosed commitment form and return it to Autumn Steiner, Senior Director of Philanthropy:

Humane Society of Sarasota County  
2331 15th Street  
Sarasota, FL 34237

[asteiner@hssc.org](mailto:asteiner@hssc.org)  
941.955.4131 x121

Please make your commitment by July 31, 2021,  
to take advantage of a full year of benefits.

*Ollie, HSSC Alum*





**HSSC**  
 THE HUMANE SOCIETY  
 OF SARASOTA COUNTY

## 2021-2022 Partner & Sponsor Commitment Form

**Yes! We want to be an official HSSC partner and sponsor.**  
*There are three partner and sponsor tracks. Choose one path or all three.*  
*All partnerships and sponsorships in effect August 2021 through July 2022.*

### Annual Partnership

\_\_\_ \$5,000+

### Event Sponsorships

\_\_\_ \$10,000 Best in Show - Grand Opening

\_\_\_ \$10,000 Best in Show - Faux Paws

\_\_\_ \$10,000 Best in Show - Paws on the Catwalk

\_\_\_ \$5,000 Cat & Meow

\_\_\_ \$3,000 Puppy Love

\_\_\_ \$1,500 Smitten Kitten

### Program Sponsorships

\_\_\_ \$10,000 Pet Therapy Program

\_\_\_ \$10,000 Teen Program

\_\_\_ \$10,000 Fur Fun Summer Camps

\_\_\_ \$10,000 Helping Hands Program

\_\_\_ \$10,000 Pets for Vets Program

\_\_\_ \$10,000 TLC Program

\_\_\_ \$10,000 Lunch & Learn Series

Company Name \_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Email Address \_\_\_\_\_

Billing Address (if different from mailing address) \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ (Payable to Humane Society of Sarasota County)

Please invoice me for \$ \_\_\_\_\_

Please charge my credit card in the amount of \$ \_\_\_\_\_  VISA  MC  AMEX  DISC

Credit Card # \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date. \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Please return completed form to Autumn Steiner at the Humane Society of Sarasota County:  
 2331 15th Street, Sarasota, FL 34237 | P: 941.955.4131 x121 | E: [asteiner@hssc.org](mailto:asteiner@hssc.org)**

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