



HSSC

THE HUMANE SOCIETY
OF SARASOTA COUNTY

2022-2023 **PARTNER & SPONSOR PROGRAM**



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 2,700 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 90.5M 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 recently completed an \$8.5M renovation and expansion project, adding 20,000ft² 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 six years straight, and we are the only animal welfare organization in Florida (and one of just eight in the nation!) to have a perfect score. You can trust that HSSC will use your donations wisely.

HOW TO PARTNER & SPONSOR

There are three partner and sponsor tracks. Choose one path or all three. All partnerships and sponsorships are in effect October 1, 2022, through September 30, 2023.

-  Annual Partnership (\$5,000+)
-  Event Sponsorships (\$1,000-\$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
(October 1, 2022–September 30, 2023)***

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 (26,700+ followers) and Instagram (6,300+ followers) pages
- ❑ Inclusion in HSSC's Annual Impact Report (published in January)
- ❑ Logo on partner signage in HSSC lobby (15,000+ visitors each year)
- ❑ Spotlight in our Pawsitive Press Newsletter (21,700+ subscribers)
- ❑ Opportunity to provide marketing materials to all HSSC adopters (2,700+ each year)
- ❑ Special HSSC Partner digital logo and door decal for your use
- ❑ Reserved shelter volunteer day for your staff
- ❑ Exclusive content and invitations



EVENT SPONSORSHIPS

There's no party quite like an HSSC party. Top-notch entertainment, 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.

2022–2023 SPECIAL EVENTS

Vets, Pets & Jets 5K and Fun Run at SRQ

Saturday, November 12, 2022

This one-time-only event is sure to add some spring to your step. Go *inside* the gates of Sarasota Bradenton International Airport (SRQ) for a competitive 5K and a 1-mile fun run/walk like no other. The course will be safely nestled along an active taxiway on the north airfield of SRQ. We'll also have food, music, vendors, activities, and prizes, so bring the entire family—even the four-legged members. And since it coincides with Veterans Day weekend, we'll be doing a special salute to our military service members.

Paws on the Red Carpet

Friday, April 14, 2023

Everyone LOVES Paws. For nearly two decades, Paws has set the standard for fundraising luncheons. Combining high-energy 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, an artwalk, and a dance party. For the 2023 edition, we're adding a dose of Hollywood movie magic. Think red carpets, awards, and all-out glamour. Bonus: we'll be holding an exclusive, invitation-only pre-party called Faux Paws, which is our version of the Oscars nominee announcement event. As a sponsor, you're guaranteed an invite.



Event photos courtesy of Cliff Roles Photography

EVENT SPONSORSHIP PERKS

One sponsorship at either the CatMeow, Puppy Love, Smitten Kitten, or Pawtron** level gets you access to both signature events: Vets, Pets & Jets *and* Paws on the Red Carpet. Want to be the top dog? Sign up to be the exclusive Best in Show presenting sponsor at that event and enjoy the spotlight.

~~Best in Show Vets, Pets & Jets~~ **TAKEN!**

\$7,500 (Estimated FMV = \$676*)

Only 1 Sponsorship Available

- 10 tickets (race entries or general admission)
- (1) 6□vendor booth
- 2-page ad in event program
- Top billing on all event marketing materials
- Podium recognition
- Opportunity to speak to the crowd
- All HSSC Annual Partner Perks (see page 3)
- 4 tickets to Paws on the Red Carpet
- 4 tickets to the invitation-only Faux Paws
- Note: *Does not* include a sponsorship for Paws on the Red Carpet

Best in Show Paws on the Red Carpet

\$10,000 (Estimated FMV = \$850*)

Only 1 Sponsorship Available

- 10 tickets (full table in prime location)
- (1) 6□vendor booth
- 2-page ad in event program
- Top billing on all event marketing materials
- Podium recognition
- Opportunity to speak to the crowd
- All HSSC Annual Partner Perks (see page 3)
- 4 tickets (race entries or general admission) to Vets, Pets & Jets
- 10 tickets to the invitation-only Faux Paws
- Note: *Does not* include a sponsorship for Vets, Pets & Jets

CatMeow

\$5,000 (Estimated FMV = \$1,090*)

- 10 tickets (race entries or general admission) to Vets, Pets & Jets
- 10 tickets (full table in prime location) to Paws on the Red Carpet
- (1) 6□vendor booth at each event
- Full-page ad in program for each event
- Recognition on all event marketing materials for each event
- Podium recognition at each event
- 10 tickets to the invitation-only Faux Paws

Puppy Love

\$3,000 (Estimated FMV = \$436*)

- 4 tickets (race entries or general admission) to Vets, Pets & Jets
- 4 tickets (half table) to Paws on the Red Carpet
- Half-page ad in program for each event
- Recognition on all event marketing materials for each event
- Podium recognition at each event
- 4 tickets to the invitation-only Faux Paws

Smitten Kitten

\$1,500 (Estimated FMV = \$218*)

- 2 tickets (race entries or general admission) to Vets, Pets & Jets
- 2 tickets (quarter table) to Paws on the Red Carpet
- Quarter-page ad in program for each event
- Recognition on all event marketing materials for each event
- Podium recognition at each event
- 2 tickets to the invitation-only Faux Paws

Pawtron

\$1,000 (Estimated FMV = \$218*)

- 2 tickets (race entries or general admission) to Vets, Pets & Jets
- 2 tickets (quarter table) to Paws on the Red Carpet
- Recognition on all event marketing materials for each event
- Podium recognition at each event
- 2 tickets to the invitation-only Faux Paws

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: Animal Care & Volunteer, Helping Hands, Humane Education, Lunch & Learn Series, Military Matches, Pet Pantry, Pet Therapy, and TLC Program.

***\$10,000 annual commitment per program
(October 1, 2022–September 30, 2023)***

Only 1 sponsorship available per program

Animal Care & Volunteer Program

On any given day, we have approximately 200 animals in our care. Feeding, exercising, grooming, cleaning, and attending to their every need takes a tremendous amount of manpower. Our Animal Care staff and our hundreds of volunteers work 365 days a year at this labor of love. Your sponsorship provides clothing (with your logo on it) to keep them cool in our punishing climate, plus refreshments and other tokens of appreciation. Help us take care of the people who take care of the animals.

Helping Hands Program

Veterinary care can be expensive, even at HSSC's 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 (not a handout) at the worst of times, and your sponsorship makes it possible.

Humane Education Program

We believe that teaching children to love and respect animals now will set the stage for a more humane future. We offer a variety of humane education formats: daily and weekly camps for children 6-11, an advanced camp for teens interested in careers in animal welfare, family friendly events, school presentations, and field trips. Your sponsorship provides scholarships to students who cannot afford to attend otherwise. You also make possible our Rilee Beisler Humane-i-Tarian Award, which is presented every year to a deserving young person in memory of a young girl who lost her life trying to save her dogs from a fire.

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 SPONSORSHIPS

Military Matches Program TAKEN!

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 friend in arms. As a thank you to all active-duty and veteran members of the U.S. Armed Forces, HSSC proudly offers our Military Matches 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 Military Matches Program shows your support for our troops and gives animals a second chance.

Pet Pantry Program

When pet owners find themselves unable to afford necessities like food and litter, our Pet Pantry Program is a safety net that keeps pets with loving owners and out of shelters. Each week, we operate a pet pantry, distributing allotments of food and supplies. Recipients must show proof that their pet is spayed or neutered. The program has traditionally been funded by individual donations of pet food, meaning we may have to turn clients away if supplies are low. Your sponsorship ensures that we always have enough to meet the demand and that no pet goes hungry on our watch.

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, shirts, and signage)
- All Annual Partner Perks



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. Pet Therapy 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 90 teams, each one trained and certified by HSSC, then deployed into the community on a mission to spread joy.

TLC Program

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.



*Military Matches Program Sponsor
Sun Outdoors Sarasota with
HSSC Alums Cheech and Chong*

LET'S MAKE IT OFFICIAL

Fill out the enclosed commitment form and return it to

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

events@hssc.org
941.955.4131 x103

Please make your commitment by September 30, 2022,
to take advantage of a full year of benefits.



HSSC
THE HUMANE SOCIETY
OF SARASOTA COUNTY

2022-2023 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.

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Annual Partnership

___ \$5,000+

Event Sponsorships* **

___ ~~\$10,000 Best in Show~~ ☐ Vets, Pets & Jets **TAKEN!**
___ \$10,000 Best in Show ☐ Paws on the Red Carpet
___ \$5,000 Cat ☐ Meow
___ \$3,000 Puppy Love
___ \$1,500 Smitten Kitten
___ \$1,000 Pawtron

Program Sponsorships

___ \$10,000 Animal Care & Volunteer Program
___ \$10,000 Helping Hands Program
___ \$10,000 Humane Education Program
___ \$10,000 Lunch & Learn Series
___ ~~\$10,000 Military Matches Program~~ **TAKEN!**
___ \$10,000 Pet Pantry Program
___ \$10,000 Pet Therapy Program
___ \$10,000 TLC Program

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 the Humane Society of Sarasota County:
2331 15th Street, Sarasota, FL 34237 | P: 941.955.4131 x103 | E: events@hssc.org**

**Your sponsorship is tax-deductible to the extent permitted by law and is limited to the excess contributed over the fair market value of the goods or services provided. Please consult the 2022-2023 Partner & Sponsor packet for the estimated FMV.*

***Event-specific underwriting opportunities are available by request.*

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