



Sponsorship
Opportunities



Seattle
Humane

Saving Lives, Completing Families



Who We Are

Seattle Humane is a national leader in animal adoption, education and welfare. We utilize a community approach to our life-saving mission, reaching beyond the shelter to connect pets—and the people who love them—with services that preserve and strengthen the human-animal bond.

Our community programs ensure pets are happy, healthy, well fed, and able to reach their fullest potential. We provide educational opportunities to children and teens, so they have the tools to be great pet owners and advocates for animals that will last a lifetime. We provide financial assistance to pet owners, so they don't have to worry about choosing between an overdue bill and a beloved family member. Through all of these programs, Seattle Humane strives to ensure that animal companionship is accessible to all.

With an annual operating budget of \$10 million, approximately 90% of our operating costs are covered by donor support. We rely on our family of supporters to continue to deliver the world-class services offered by our veterinary clinic, shelter, community outreach programs, and expert staff. A partnership with Seattle Humane aligns your brand with a national leader in animal welfare and supports our services to pets and their loving families.

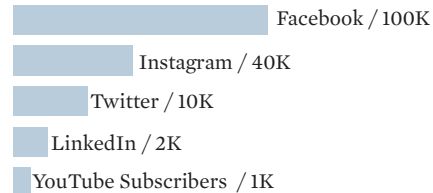
AUDIENCE AND REACH: A partnership with Seattle Humane aligns your brand with a national leader in animal welfare and supports our services to pets and their loving families.

WEBSITE & EMAIL

70K monthly website users

28K monthly email recipients

FOLLOWERS



SOCIAL MEDIA / YEARLY REACH

220 million+





Events Calendar

TUXES & TAILS / September 18, 2021: *Tuxes & Tails* is Seattle Humane's largest and most important fundraiser of the year! This black-tie gala featuring an exciting live auction and a pet runway show is a community favorite, typically bringing together over 900 guests in support of the organization. This year we are planning for an exceptional virtual experience, with the hope that an in-person hybrid event is possible by September. Even if the event is fully virtual, we are planning to send supporters Tuxes in a Box to celebrate in style! Tuxes & Tails is a fantastic corporate client entertainment opportunity, and a variety of sponsorship packages are available.

PAWPARAZZI / June 2021: The *Pawparazzi Photo Contest* is a fabulously fun online fundraising event, inviting pet parents to upload photos of their fur babies and raise funds for a chance to win one of our coveted prizes. Pawparazzi is promoted on all Seattle Humane social media channels, website, and in email, reaching an audience of over 250K.

DAY OF GIVING / July 16, 2021: Seattle Humane's *Day of Giving* is a multi-media event celebrating partnerships and community support. This day of celebration bookends a month of philanthropic activations and community activities showcasing the work of Seattle Humane. Day of Giving Corporate Partners are recognized throughout the month-long celebration on air, across social media platforms and our website, and on-site at the shelter. This is a great opportunity for staff engagement! In 2021 we are exploring options to safely host on-site activities for our supporters and sponsors.

WHISKER WONDERLAND / December 2021: Celebrate the holidays at Seattle Humane's *Whisker Wonderland!* Activities include sponsor booths, coloring stations, pup treats, and the opportunity for you and your pet to meet holiday characters. While there is no fee to attend, we do ask for guests to support Seattle Humane with a suggested donation.

LUNCHEON / Winter 2022: Seattle Humane's annual *Winter Luncheon* gathers an audience of 300 young professionals, community leaders and animal welfare enthusiasts to hear from experts and help raise vital funds for Seattle Humane. In addition to generating philanthropic support for the organization, this event is a "Friend raiser," connecting new supporters with Seattle Humane's mission. The Luncheon includes talks on animal welfare, updates from Seattle Humane and a pre-luncheon expo with opportunities for sponsors to engage attendees.



Annual **Sponsorship Opportunities**

As a Seattle Humane Sponsor, your company will enjoy integration in our annual calendar of events—maximizing your client and staff engagement. Sponsors also have the opportunity to create a custom package of benefits to best suit your company’s needs.”



Seattle
Humane

seattlehumane.org • (425) 641-0080 • 13212 SE Eastgate Way, Bellevue, WA 98005



Visionary \$50,000

Benefits Include:

EVENTS

- Complimentary Tuxes & Tails Co-Chair position for company executive, with the opportunity to speak as part of the evening’s program and participate in the pet runway show
- Two Complimentary VIP Tuxes & Tails, Winter Luncheon and Day of Giving tables of 10
- Full page print ad in the Tuxes & Tails catalog
- Full integration as Lead Corporate Sponsor in the annual Day of Giving marketing campaign, including email, social media, radio ads, and more
- Sponsorship recognition as Day of Giving first hourly match sponsor, including a pre-recorded video of your company representative kicking off your match hour
- Opportunity for your company’s staff to participate in the Day of Giving telethon phone bank (wearing your logo or Seattle Humane volunteer shirt)
- Complimentary vendor booth at Winter Luncheon and Whisker Wonderland and opportunity for gift bag branding
- Logo recognition and sponsorship placement on all event-related printed and digital materials—e.g., press release, invitation suite, on-site signage, social media, Step & Repeat, event websites



MARKETING

- Five dedicated social media posts highlighting the partnership, including one Social Media “takeover” day
- Logo placement with link on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
- Work hand-in-hand with Seattle Humane Media team to highlight partnership
- Brand alignment with an iconic and beloved Puget Sound institution



STAFF AND CLIENT MANAGEMENT

- One MaxMobile visit to your office or one kitten cuddle party
- Opportunity for company staff to name the shelter pets for one month
- Expert-led tour of Seattle Humane facility (virtual tours available)
- Opportunity to host company offsite in Seattle Humane’s conference space, including a visit with the pets on-site during the lunch break
- 20% year-round discount to Seattle Humane’s online shop
- Volunteer opportunities for employees
- Subscription to Seattle Humane’s bi-annual donor newsletter





Sustainer **\$30,000**

Benefits Include:

EVENTS

- One Complimentary VIP Tuxes & Tails and Winter Luncheon table of 10
- Half-page print ad in the Tuxes & Tails catalog
- Full integration as Corporate Sponsor in the annual Day of Giving marketing campaign, including email, social media, radio ads, and more
- Ten seats at our Day of Giving kick off breakfast
- Opportunity for staff to participate in the Day of Giving telethon phone bank (wearing your logo or Seattle Humane volunteer shirt)
- Complimentary vendor booth at Winter Luncheon and Whisker Wonderland and opportunity for gift bag branding
- Logo recognition and sponsorship placement on all event-related printed and digital materials—e.g., press release, invitation suite, on-site signage, social media, Step & Repeat, event websites

MARKETING

- Three dedicated social media posts highlighting the partnership
- Logo placement on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
- Work hand-in-hand with Seattle Humane Media team to highlight partnership
- Brand alignment with an iconic and beloved Puget Sound institution

STAFF AND CLIENT MANAGEMENT

- One MaxMobile visit to your office or one kitten cuddle party
- Expert-led tour of Seattle Humane facility (virtual tours available)
- Opportunity to host staff offsite in Seattle Humane’s conference space, including a visit with the pets on-site during the lunch break
- 15% year-round discount to Seattle Humane’s online shop
- Volunteer opportunities for employees
- Subscription to Seattle Humane’s bi-annual donor newsletter





Protector **\$20,000**

Benefits Include:

EVENTS

- One Complimentary Tuxes & Tails and Winter Luncheon table of 10
- Quarter-page print ad in the Tuxes & Tails catalog
- Recognition as part of Sponsor Family in the annual Day of Giving marketing campaign, including email, social media, and radio ads
- Opportunity for staff to participate in the Day of Giving telethon phone bank (wearing your logo or Seattle Humane volunteer shirt)
- Complimentary vendor booth at Winter Luncheon and Whisker Wonderland and opportunity for gift bag branding
- Name recognition on all event-related printed and digital materials— e.g., press release, invitation suite, on-site signage, social media, Step & Repeat, event websites



MARKETING

- Two dedicated social media posts highlighting the partnership
- Name recognition on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
- Work hand-in-hand with Seattle Humane Media team to highlight partnership
- Brand alignment with an iconic and beloved Puget Sound institution



STAFF AND

CLIENT

MANAGEMENT

- Expert-led tour of Seattle Humane facility (virtual tours available)
- Opportunity to host sponsor meeting in Seattle Humane’s conference space, including a visit with the pets on-site during the lunch break
- 10% year-round discount to Seattle Humane’s online shop
- Volunteer opportunities for employees
- Subscription to Seattle Humane’s bi-annual donor newsletter





Champion **\$10,000**

Benefits Include:

EVENTS

- One Complimentary Winter Luncheon table of 10, four tickets to Tuxes & Tails
- Recognition as part of Sponsor Family in the annual Day of Giving marketing campaign, including email, social media, and radio ads
- Name recognition on all event-related printed and digital materials— e.g., press release, invitation suite, on-site signage, social media, Step & Repeat, event websites
- Complimentary vendor booth at Winter Luncheon and Whisker Wonderland



MARKETING

- One dedicated social media post highlighting the partnership
- Name recognition on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
- Work hand-in-hand with Seattle Humane Media team to highlight partnership
- Brand alignment with an iconic and beloved Puget Sound institution



STAFF AND CLIENT MANAGEMENT

- Expert-led tour of Seattle Humane facility (virtual tours available)
- 5% year-round discount to Seattle Humane’s online shop
- Volunteer opportunities for employees
- Subscription to Seattle Humane’s bi-annual donor newsletter





Rescuer **\$5,000**

Benefits Include:

EVENTS

- Recognition as part of Sponsor Family in the annual Day of Giving marketing campaign, including email, social media, and radio ads
- Name recognition on all event-related printed and digital materials—e.g., press release, invitation suite, on-site signage, social media, event websites
- Complimentary vendor booth at Winter Luncheon and Whisker Wonderland

MARKETING

- One dedicated social media post highlighting the partnership
- Name recognition on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
- Work with Seattle Humane Media team to highlight partnership
- Brand alignment with an iconic and beloved Puget Sound institution

STAFF AND

- Expert-led tour of Seattle Humane facility (virtual tours available)

CLIENT

- Volunteer opportunities for employees

MANAGEMENT

- Subscription to Seattle Humane’s bi-annual donor newsletter



Humane-itarian **\$2,500**

- Benefits Include:
- Name recognition on the “Sponsors” page of Seattle Humane website and recognition in Annual Report
 - Brand alignment with an iconic and beloved Puget Sound institution
 - Volunteer opportunities for employees
 - Subscription to Seattle Humane’s bi-annual donor newsletter
 - Complimentary vendor booth at Whisker Wonderland



Seattle Humane



For more information, please contact :

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We look forward to working with you!



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