

Seattle Humane

125th Anniversary Sponsorship
Opportunities



Saving Lives & Completing Families



Who We Are

Seattle Humane is one of the region's leaders in animal adoption, education and welfare. We utilize a community approach to our lifesaving 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 90% of our operating costs covered by donations, 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. We are mindful stewards of donor dollars, with over 80% of funds raised going directly to the animals. A partnership with Seattle Humane aligns your brand with a leader in animal welfare and supports our services for pets and the people who love them.



Audience and Reach

A partnership with Seattle Humane aligns your brand with a leader in animal welfare and supports our services for pets and the people who love them. Our annual reach includes:

- More than 60k monthly website users
- 28k monthly email recipients
- 12 million+ monthly reach on social media:
 - 92k+ – Facebook
 - 41k+ – Instagram
 - 10k – Twitter
 - 2k – LinkedIn
 - 1k – YouTube
 - 10k+ TikTok



125th Anniversary Year

Our story started in 1897. A hundred years ago, we were devoted to animal issues involving stockyards and slaughterhouses. In 1972, the City of Seattle and King County established their own animal control divisions, and we moved to Bellevue. Through our outreach, advocacy, and services we strive to ensure that animal companionship is accessible to all.

Seattle Humane will celebrate its 125th Anniversary year in 2022 with an unprecedented yearlong celebration featuring special programming and events, highlighted by a spectacular Anniversary Gala to be held on May 7, 2022 at Magnuson Park.



125th Anniversary Gala

Our yearlong celebration will be highlighted with a gala unlike anything Seattle Humane has ever hosted. Seattle Humane's most cherished friends and biggest supporters will gather to commemorate Seattle Humane's rich history and celebrate its future.

- Renowned Pet Runway Show!
- Attendance of 700+ business, philanthropic, and community leaders



125th Anniversary Lead Sponsor \$75,000

Marketing

- Lead Sponsor Exclusivity with placement in social and paid advertising & recognition during yearlong media campaign
- Lead Sponsor Logo on all 125th Anniversary materials
- Anniversary Gala Chairmanship for senior executive, recognition from gala stage, and speaking opportunity at the event
- Two complimentary VIP tables of 10 at Anniversary Gala
- Lead Sponsor in annual Day of Giving marketing campaign, including a pre-recorded video of company representative kicking off the matching hour
- Option for first adoptable pet to wear branded clothing in the pet runway show at the Anniversary Gala
- Six dedicated social media posts highlighting the partnership

- Logo placement with link on the “sponsors” page of Seattle Humane Website and in annual report

Staff Engagement

- One MaxMobile visit or kitten cuddle party for your office
- Opportunity for company staff to name shelter pets for one month
- Expert-led tour of Seattle Humane facility
- Opportunity to host company offsite in Seattle Humane’s conference space
- Volunteer opportunities for employees
- Subscription to Bi-Annual Seattle Humane Newsletter
- 20% discount to Seattle Humane’s online shop for staff of your company



125th Anniversary Corporate Sponsor \$50,000

Marketing

- Recognition as part of Sponsor Family in social media and paid advertising (such as radio, print, digital)
- Logo on all 125th Anniversary materials
- Recognition on 125th Anniversary Gala print and digital materials
- A complimentary VIP table of 10 at Anniversary Gala
- Full integration as Corporate Sponsor in annual Day of Giving marketing campaign
- Four dedicated social media posts highlighting the partnership
- Logo placement with link on the “sponsors” page of Seattle Humane Website and in annual report

Staff Engagement

- One MaxMobile visit or kitten cuddle party for your office
- Expert-led tour of Seattle Humane facility.
- Opportunity to host company offsite in Seattle Humane’s conference space, including a visit with pets on-site during the lunch break
- Volunteer opportunities for employees
- Subscription to Bi-Annual Seattle Humane Newsletter



125th Anniversary Sponsor \$35,000

Marketing

- Recognition as part of Sponsor Family in social media and paid advertising (such as radio, print, digital)
- Logo on all 125th Anniversary materials
- Recognition on 125th Anniversary Gala print and digital materials
- A complimentary VIP table of 10 at Anniversary Gala
- Full integration as sponsor in annual Day of Giving marketing campaign
- Two dedicated social media posts highlighting the partnership
- Logo placement with link on the “sponsors” page of Seattle Humane Website and in annual report

Staff Engagement

- Expert-led tour of Seattle Humane facility
- Opportunity to host company offsite in Seattle Humane’s conference space, including a visit with pets on-site during the lunch break
- Volunteer opportunities for employees
- Subscription to Bi-Annual Seattle Humane Newsletter



125th Anniversary Sponsor \$25,000

Marketing

- Recognition as part of Sponsor Family in social media and paid advertising (such as radio, print, digital)
- Logo on all 125th Anniversary materials
- Recognition on 125th Anniversary Gala print and digital materials
- A complimentary VIP table of 10 at Anniversary Gala
- Full integration as Sponsor in annual Day of Giving marketing campaign
- One dedicated social media post highlighting the partnership
- Logo placement with link on the “sponsors” page of Seattle Humane Website and in annual report

Staff Engagement

- Expert-led tour of Seattle Humane facility
- Volunteer opportunities for employees
- Subscription to Bi-Annual Seattle Humane Newsletter



125th Anniversary Sponsor \$12,500

Marketing

- Recognition as part of Sponsor Family in social media and paid advertising (such as radio, print, digital)
- Logo on all 125th Anniversary materials
- Recognition on 125th Anniversary Gala print and digital materials
- A complimentary VIP table of 10 at Anniversary Gala
- Full integration as Sponsor in annual Day of Giving marketing campaign
- Logo placement with link on the “sponsors” page of Seattle Humane Website and in annual report

Staff Engagement

- Expert-led tour of Seattle Humane facility
- Volunteer opportunities for employees
- Subscription to Bi-Annual Seattle Humane Newsletter





Seattle Humane has survived and thrived for 125 years, always leading with compassion as we care for pets and the people who love them. Our work will continue to strengthen the human-animal bond as we look ahead to our next 125 years of saving lives, completing families and keeping pets in loving homes.

For more information on sponsorship opportunities please contact:

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Seattle
Humane

125



YEARS

Saving Lives & Completing Families