

# 2019 Sponsorship Opportunities



**Kitsap**  
Humane Society



# About Kitsap Humane Society

## A Recognized Leader in Animal Welfare

Kitsap Humane Society is transforming animal welfare in Kitsap County by saving thousands of animals through compassionate, individualized, lifesaving care.

We find homes for nearly 7,000 animals and spay or neuter more than 5,000 pets every year. Our lifesaving rate of 96 percent is among the highest in the country for a shelter our size.

Kitsap Humane Society delivers compassionate, individualized care to every animal who comes through our doors and our work continually exceeds national standards in animal sheltering. Founded in 1908, Kitsap Humane Society has a long history of service in the community and enjoys wide recognition as THE resource for everything pet-related in Kitsap County!

## 2018 by the Numbers



# The Value of Sponsorship with Kitsap Humane Society

## Align your business with a beloved local charity!

Kitsap Humane Society is proud to be one of Kitsap's most trusted and respected charities, with a high level of brand recognition and broad community engagement. In Kitsap County, more than 60 percent of households have companion animals, and the community embraces, supports and trusts our work. Our donors and volunteers are people committed to improving the lives of people and pets by creating a more compassionate, caring community for us all.

Our major fundraising events are high-profile and have enjoyed incredible growth in recent years. They are fun and attended by thousands of enthusiastic, engaged, active and caring animal lovers from all walks of life.

Dozens of local businesses and corporations have benefited from partnering with Kitsap Humane Society as an event sponsor, and you can, too!

## Major Fundraising Events in 2019

**PetsWALK 5K:** Over 415 two-legged walkers and their furry family members participate in a rousing, fun, family friendly charity walk/run during Poulsbo's festive tourist season. Afterward, there's a vendor fair with over 30 sponsored booths on the city's waterfront. It's a party! Hundreds of people browse the booths during this fun, pet-friendly event, which raised over \$60,000 in 2018! This year's **PetsWALK** will take place on June 22, 2019.

**Kitsap Wine Festival:** Come celebrate food, wine and your love of shelter pets at the **Kitsap Wine Festival benefiting Kitsap Humane Society!** Since it began 11 years ago, the Kitsap Wine Festival has featured live music, delicious food, and of course, great wines. Each year, the Kitsap Wine Festival partners with a Kitsap non-profit group and this year, they've chosen us! With over 650 participants, this event is well attended and will give your organization great exposure to a wine and animal-loving audience!

**Animal Krackers Gala Dinner and Auction:** This elegant event attracts Kitsap's most influential animal lovers to a fabulous fundraiser for the animals. This exclusive evening includes dinner, a silent and live auction, and visits with adorable adoptable animals. Our **26th Annual Animal Krackers** is being held at Suquamish Clearwater Casino Resort on September 28, 2019. Animal Krackers was attended by more than 400 guests, 40 volunteers, and raised more than \$550,000 in 2018!

## Coming Summer of 2019!



Significant  
naming  
opportunities  
available.

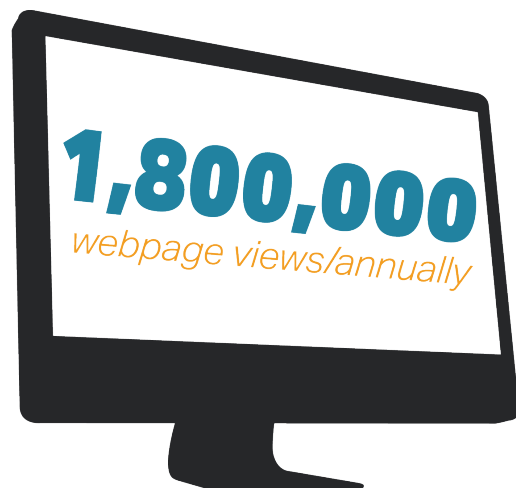


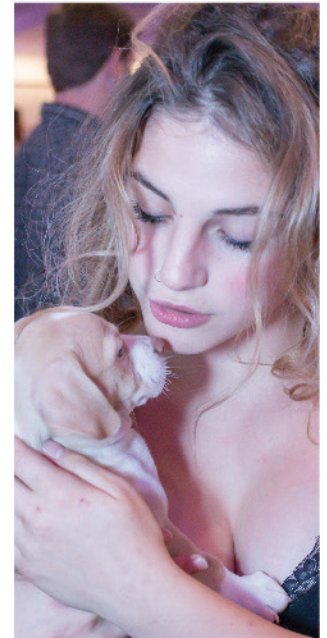
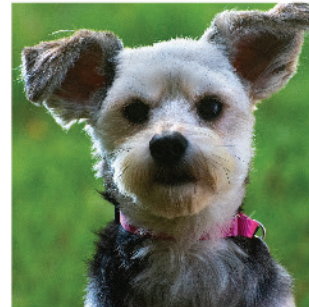
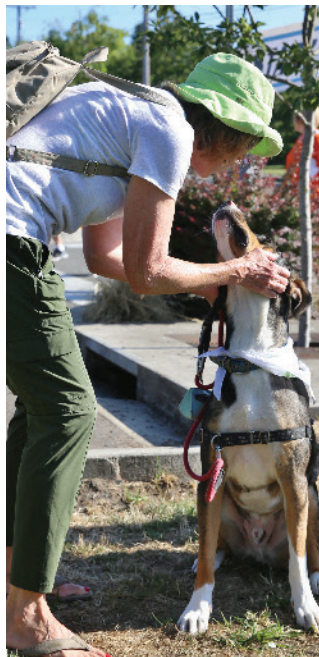
Connect with  
our network!

 Facebook Followers  
**35,043**

 Launched Instagram in 2016  
**9,573**  
followers

 **20,000**  
e-mail subscribers

 **1,800,000**  
webpage views/annually





# PETSWALK

Downtown Poulsbo 🐾 June 22, 2019

*Sponsorship  
Opportunities*





# PETSWALK

Downtown Poulsbo 🐾 June 22, 2019

Over 415 two-legged walkers and their furry family members participate in a rousing, fun, family-friendly charity walk/run during Poulsbo's festive tourist season. Afterward, there's a vendor fair with over 30 sponsored booths on the city's waterfront. It's a party! Hundreds of people browse the booths during this fun, pet-friendly event, which raised over \$60,000 in 2018! This year's **26th Annual PetsWALK** will take place on June 22, 2019.

## 2018 by the Numbers

**415**  
Participants

**100**  
Day-of  
registrations

Over **\$60,000**  
raised

**150** dogs  
**5** cats  
**2** Rabbits  
**2** rats  
**2** birds  
Attended

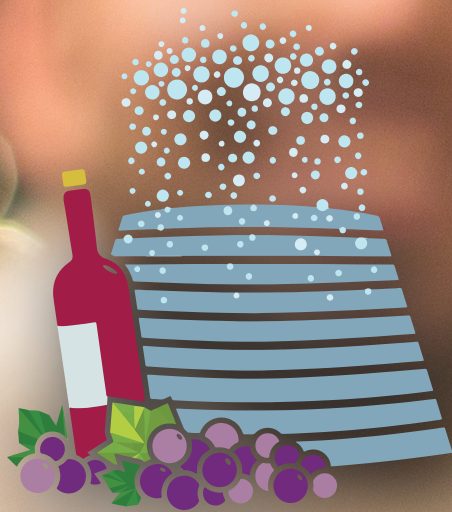
## Sponsorship Opportunities

	\$6,000 Presenter of the Pack	\$2,500 Party Animal	\$1,000 Strut Your Mutt	\$500 Water Dogs	\$250 Jog Your Dog
Logo on <a href="http://www.kitsap-humane.org">www.kitsap-humane.org</a> for the duration of one year (1.8 million views a year)					
Vendor booth space (over 700 community members visit the vendor fair)					
Logo or name displayed on shelter sponsorship board leading up to event (1,500 visitors monthly)	Logo	Logo	Logo	Logo	Name
Logo or name on event participant T-shirts (over 200 printed)	Logo & Name	Logo	Logo	Logo	Name
Logo featured on 11 x 17 sign along course (over 400 participants)	x 2			At Water Station	
Logo or name featured in all event e-mail communications (20,000 subscribers)	Logo & Name	Logo	Logo	Logo	Name
Business linked in at least one Facebook post within event page (Over 35,000 followers)					
Registration fees waived	Team of 10	Five Participants	Three Participants	Two Participants	
Logo or name within Facebook event (Over 35,000 followers)	Logo & Name	Logo	Logo	Name	
Logo or name on website event page before and after event (1.8 million views a year)	Logo & Name	Logo	Logo	Name	
Logo on event postcard (5,000 mailed)					
Logo on event poster (displayed in over 20 locations)					
Logo featured on promotional banners (hung in two prominent locations and at every spring info booth)					
Logo on event business card (Over 5,000 distributed)					
Recognition in news releases					
Banner at event (seen by 700 people)					
Name featured on all day-of event materials					
Business linked in all event posts on KHS' main Facebook page (Over 35,000 followers)					
Featured as a Community Partner in Shelter Tails (20,000 subscribers)					
Name featured on road signs (150 printed & displayed around Kitsap)					
Name featured on ALL promotional materials					









11TH ANNUAL

**KITSAP WINE FESTIVAL**

HARBORSIDE FOUNTAIN PARK

**BENEFITING KITSAP HUMANE SOCIETY**

**August 10, 2019**

*Sponsorship  
Opportunities*



Harborside Fountain Park  
 August 10, 2019

Come celebrate food, wine and your love of shelter pets at the **Kitsap Wine Festival benefiting Kitsap Humane Society!** Since it began 11 years ago, the Kitsap Wine Festival has featured live music, delicious food, and of course, great wines. Each year, the Kitsap Wine Festival partners with a Kitsap non-profit group and this year, they've chosen us! With over 650 participants, this event is well attended and will give your organization great exposure to a wine and animal-loving audience!

### 2018 by the Numbers

**650**  
 Guests



Over  
**24**  
 Wine Partners

Over  
**10**  
 Food Partners

Over  
**\$30,000**  
 Raised

## Sponsorship Opportunities

	\$6,000 Vintage "Cabernet" Presenting Sponsor	\$2,500 Classic "Sauvignon Bark"	\$1,000 "Gewurztrameowner"	\$500 "Meowscato"	\$250 "Zinfandogs"
Logo on <a href="http://www.kitsap-humane.org">www.kitsap-humane.org</a> for the duration of one year (1.8 million views a year)					
Logo featured in all event e-mail communications (20,000 subscribers)					
Logo displayed on shelter sponsorship board (1,500 visitors monthly)	Logo	Logo	Logo	Logo	Name
Logo within Facebook event (Over 35,000 followers)	Logo	Logo	Logo	Logo	Name
Logo on website event page before and after event (1.8 million views a year)	Logo	Logo	Logo	Logo	Name
Event entry	10 guests	5 guests	2 guests		
Logo on event poster			Name		
Logo featured on promotional banners (hung in two prominent locations and at every spring info booth)					
Recognition in news releases					
Opportunity to table information at event					
Name featured on all day-of event materials					
Banner at event (seen by 700 people)					
Business linked in all event posts on KHS' main Facebook page (Over 35,000 followers)					
Featured as a Community Partner in Shelter Tails (20,000 subscribers)					
Name featured on ALL promotional materials					





Picture yourself  
at Kitsap Wine  
Festival!







# *Animal Crackers*

**Suquamish Clearwater Casino Resort  
September 28, 2019**

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# Animal Krackers

Suquamish Clearwater Casino Resort  
September 28, 2019

This elegant event attracts Kitsap's most influential animal lovers to a fabulous fundraiser for the animals. This exclusive evening includes dinner, a silent and live auction, and visits with adorable adoptable animals. Our **26th Annual Animal Krackers** is being held at Suquamish Clearwater Casino Resort on September 28, 2019. Animal Krackers was attended by more than 400 guests, 40 volunteers, and raised more than \$550,000 in 2018!

## 2018 by the Numbers



**440**  
Guests



**120**  
VIP Guests



**20**  
Unique Items & Experiences in the Live Auction



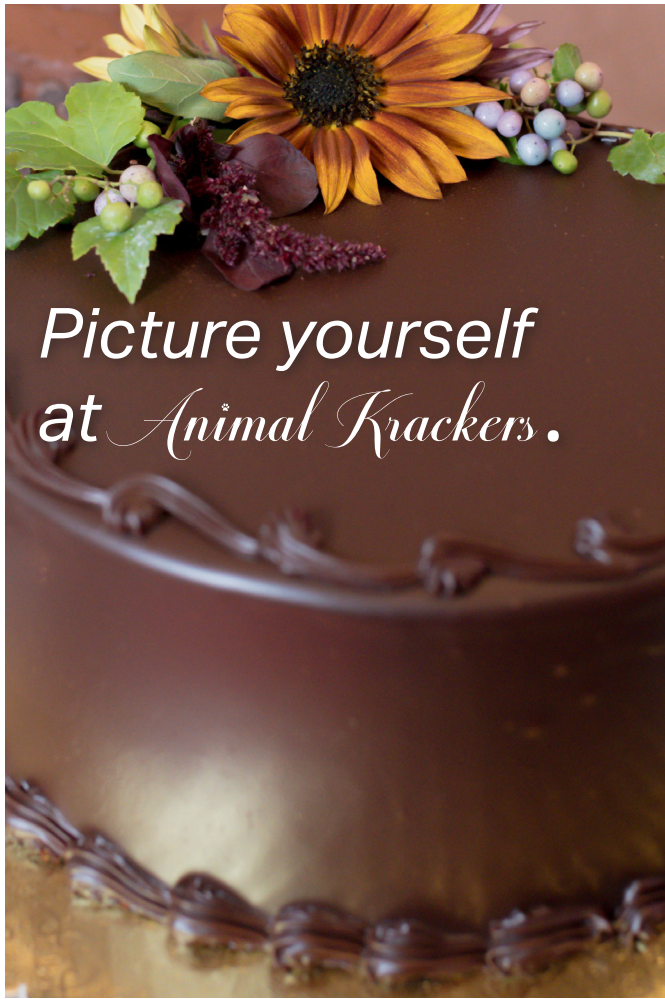
**30**  
Over  
Silent Auction Items

**Over \$550,000**  
Raised

## Sponsorship Opportunities

	\$12,000 Platinum Paw Presenting Sponsor	\$6,000 Gold Paw	\$3,000 Silver Paw	\$1,500 Bronze Paw	\$500 Friends of the Animals
Logo on <a href="http://www.kitsap-humane.org">www.kitsap-humane.org</a> for the duration of one year (1.8 million views a year)					
Logo or name featured on slideshow during silent portion of auction (viewed by over 550 people)	Logo	Logo	Logo	Logo	Name
Logo featured in all event e-mail communications (20,000 subscribers)					
Animal Krackers Catalog Ad (over 500 printed)	Full Page	1/2 Page	1/2 Page	1/4 Page	Logo
Logo displayed on shelter sponsorship board (1,500 visitors monthly)					
Logo within Facebook event (Over 35,000 followers)					
Logo on website event page before and after event (1.8 million views a year)					
Event seating	VIP seating for 10	VIP seating for 10	Seating for 4	Seating for 2	
Logo or name on invitation (over 1,000 mailed)	Logo	Logo	Name		
Recognition in news releases					
Overnight stay at Suquamish Clearwater Casino Resort (\$180 value, per room)	Two Rooms	One Room			
Featured as a Community Partner in Shelter Tails (20,000 subscribers)					
Logo featured in all post-event e-mail communications (20,000 subscribers)					
Name featured on post-event thank you cards (over 150 mailed)					
Name featured on all day-of event materials (viewed by over 500 people)					
Logo featured on banners (hung in two prominent North Kitsap locations)					
Business linked in all event posts on KHS' main Facebook page (Over 35,000 followers)					
Name featured on ALL promotional materials					





Picture yourself  
at *Animal Crackers*.





# Shelter Events & Promotions

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Kitsap Humane Society's 5th Annual

# ONLINE AUCTION

Our 5th Annual Online Auction takes place in early October. We have over 300 active bidders and 200 donors contributing to help make this event a success. Featuring unique pieces of art, tools, collectibles, animal-related items and gift certificates, our Online Auction is a way to help support shelter pets from the comfort of your own home! We raise over \$20,000 during this 10-day auction.



## Shelter Adoption Events

Want to be involved in one of our shelter events throughout the year? Your support can have a big impact as a sponsor one of our monthly adoption events. Each month, we offer seasonal discounts on animals in the care of our shelter. You can choose from the options below:

- 🐾 **Bark in the New Year Adoption Event, Sat. 1/5**
- 🐾 **Ready for Love Adoption Event, Sat. 2/9 & Sun. 2/10**
- 🐾 **St. Patrick's Day Adoption Event, Sun. 3/17**
- 🐾 **Easter Adoption Eggstravaganza, Sun. 4/21**
- 🐾 **Cinco de Meow-o Adoption Event, Sun. 5/5**
- 🐾 **Summer Solstice Adoption Event, Fri. 6/21**
- 🐾 **Meow Luau Adoption Event, Sat. 7/20**
- 🐾 **Howl-o-ween Adoption Event, Sat. 10/26**
- 🐾 **Black Friday Adopt Til You Drop Adoption Event, Fri. 11/22**
- 🐾 **Whisker Wonderland Adoption Event, Sat. 12/21 & Sun. 12/22**

## Promotions & Events

	\$3,000 Online Auction Presenting Sponsor	\$1,000 Shelter Adoption Events	\$1,000 My Furry Valentine Sponsor
Name featured on ALL promotional materials	🐾	🐾	🐾
Logo on event poster	🐾	🐾	🐾
Name on website event before and after event (1.8 million views a year)	🐾	🐾	🐾
Name within Facebook event (Over 35,000 followers)	🐾	🐾	🐾
Business linked in all event posts on KHS' main Facebook page (Over 35,000 followers)	🐾	🐾	🐾
Business name linked & featured in all event email communications (20,000 subscribers)	🐾	🐾	🐾
Tagged in every Instagram post about the event (Over 9,000 followers)	🐾	🐾	🐾
Option to include promotional materials in adoption packets on the day of the event (>50 adoptions)		🐾	
1/4 page ad in Animal Crackers Catalog	🐾		
Seating for 4 at Animal Crackers	🐾		

## MY FURRY Valentine February 1-14

Support our 3rd Annual My Furry Valentine online campaign! In February, we offer our supporters a way to send a little extra love to their favorite shelter pets. With each donation, we shower the animals with extra time & attention ... in the form of an extra walk, belly scratches, a new toy, or a cute sweater!



My Furry Valentine recipients



# Many Thanks to Our 2018 Sponsors



Kathleen Schultz



9167 Dickey Road NW, Silverdale WA, 98383

Kitsap Humane Society 🐾 360-692-6977 🐾 [www.kitsap-humane.org](http://www.kitsap-humane.org)