

2021 Puppuccino Pals Sponsorship Application

Thank you for your interest in partnering with Kitsap Humane Society. We could not care for animals in need without the efforts and commitment of compassionate community members like you.

What is Puppuccino Pals?

Beginning in April 2016, Kitsap Humane Society was looking for ways to promote adoptable animals when a former team member and a current volunteer came up with the idea of Puppuccino Pals.



A “puppuccino” is a small cup of whipped cream, and KHS found a partner in showcasing adorable adoptable pups with these pint-sized cups in a local Starbucks.

This marketing and social media promotion took off! And Kitsap Humane Society was featured in several local and national publications, including: [The Dodo](#), [The Bark](#), [Teen Vogue](#), [AOL News](#), [Refinery29](#), and more, where Kitsap Humane Society was credited with popularizing the “secret menu item” at Starbucks and other coffee shops.

And for the last five years, KHS has continued to share Puppuccino Pals every Tuesday across our social media platforms, reaching over 70,000 followers.

Now, we’re looking for new ways to freshen up the program as well as highlight local coffee shops and stands through a formalized sponsorship agreement that will not only help find homes for dogs in need but also showcase your coffee shop or stand as a local business to support!

As a Kitsap Humane Society \$250 Puppuccino Pal Month-long Presenting Sponsor:

Your coffee shop or stand will be featured as our Puppuccino Pal Presenting Sponsor in a variety of locations, including:

- A weekly post across our Facebook, Twitter, and Instagram accounts, reaching over **70,000 followers**, highlighting your coffee stand or shop for an entire month. We will tag your business, and if possible, featuring your shop or stand’s logo on the cup, in the photo each week and in each post.
- A sponsorship spotlight in our monthly e-newsletter, Shelter Tails, reaching over **26,000 subscribers** and listed on our website under our most recent Shelter Tails editions.
- One blog post on our website, which receives **over 1.6M views annually**, spotlighting your coffee shop or stand, including your logo and a link to your business page and social media channels.

Additional Terms:

- Sponsorships are granted on a monthly basis. Sponsorship requests will be reviewed and responded to in the order that they are received.

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- We cannot guarantee that the month you are interested in will be available for sponsorship, but we will do our best to accommodate your requests.
- All requests must be submitted a minimum of **one week** prior to the month you wish to sponsor.

2021 Puppucino Pals Agreement Form & Application:

Please fill out the following application as completely as possible and return to the contact information provided below. Applications are reviewed in the order they are received.

Business Name (as you would like to be listed in print communications):

Main Contact Name:

Phone Number:

Email Address:

Preferred Mailing Address:

Preferred Web Address (for linking in emails, etc.):

Official Facebook:

Official Instagram:

Official Twitter:

Signature:

Date:

Please send signed agreement, along with your payment & company logo (preferred in vector format of .ai, .tiff, .svg or editable .psd) to ataylor@kitsap-humane.org and vgingrey@kitsap-humane.org.

Kitsap Humane Society, Attn: KHS Marketing Department, 9167 Dickey Rd. NW Silverdale, WA 98383

IRS Tax Number: 91-0728353