

2023 Sponsorship Opportunities



Kitsap
Humane Society

About Kitsap Humane Society

Serving as more than a shelter since 1908...

Founded in 1908 and located in Silverdale, Washington, Kitsap Humane Society (KHS) serves Kitsap County and beyond as more than a shelter.

We work to rescue, rehabilitate, and find loving homes for thousands of animals every year. To do this, we are committed to an open admissions policy – meaning we don't turn animals in need away, and excellence in all of our services.

Over the last decade, KHS's lifesaving rate has improved dramatically as one of the leading animal welfare organizations in the Pacific Northwest, achieving 96% (or better) lives saved for the last six years. This lifesaving rate puts KHS in the top-tier of large, open-admission animal shelters in the US, exceeding the 90% save rate that is the "gold standard" nationally in animal welfare.

Today, thanks to generous community support, a broad volunteer and foster base, and a strong team of staff, KHS continues to transform animal welfare in Kitsap County and beyond by saving thousands of animals, including dogs and cats, small animals, and occasional livestock through compassionate, individualized, lifesaving care.

Committed to serving pets and the people who love them, KHS offers dedicated programs and services such as reuniting lost pets and their families, adoptions, Animal Control, behavioral and owned pet support, our Pet Food Pantry and Pet Protection Program, a robust transfer program, community spay/neuter surgeries, and vaccine/microchip clinics, as well as pet licensing and end-of-life services.

2021 by the Numbers



3,869
*animals
rehomed*

4,094
*animals
rescued*



5,119
*Spay/Neuter
Surgeries*



*7 years
in a row a
Lifesaving
Rate of*
96%
or better



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 committed to improving the lives of people and pets by creating a more compassionate, caring community for all of us.

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 2023

PetsWALK 30th Annual Celebration: Lace up your sneakers, leash up your pets, and bring the whole family out for our 30th Annual PetsWALK! Taking place in the picturesque downtown Poulsbo on **Saturday, June 3, 2023**, we will be celebrating 30 years of fun! Join us for a pet-friendly 5K walk/run and a full-day celebration including a vendor fair, live music, food, and more! PetsWALK attracts over 400 participants and their furry family members and is fun for all ages.

Putting Fore! Pets at White Horse Golf Course: Score a-hole-in-one for the animals! Back by popular demand, Kitsap Humane Society's annual golf tournament is back and better than ever! **July 28, 2023**, join other animal loving, golf enthusiasts at one of the premiere golf courses in the Pacific Northwest. While playing a rewarding round of golf you will enjoy the peaceful surroundings and frequent sighting of local wildlife, all while Putting Fore! Pets! This day of fun on the course includes a round of golf, a cart, lunch, prizes and friendly competition! The best part of the whole day is that you will be supporting Kitsap Humane Society and all of the animals in our care. Whether you are a seasoned golfer or are new to the greens, all are welcome and encouraged to play!

30th Annual Animal Crackers Gala & Auction: This fur-bulious fundraiser attracts Kitsap's most generous animal lovers. This elegant evening includes a dinner, a silent and live auction, and visits with adorable, adoptable animals. Our 30th Annual Animal Crackers will be held on **Saturday, October 7, 2023**. We look forward to hosting over 400 guests and 40 volunteers for our night of glitz and glamour!

Connect with
our network!

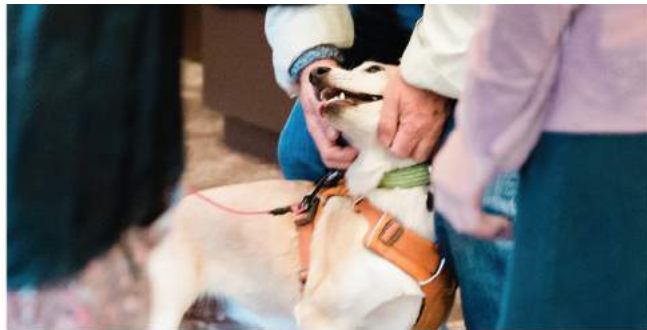
f 48,000
followers

Launched Instagram in 2016
21,100
followers

Launched Tik Tok in 2021
184,300
followers

23,400
e-mail subscribers

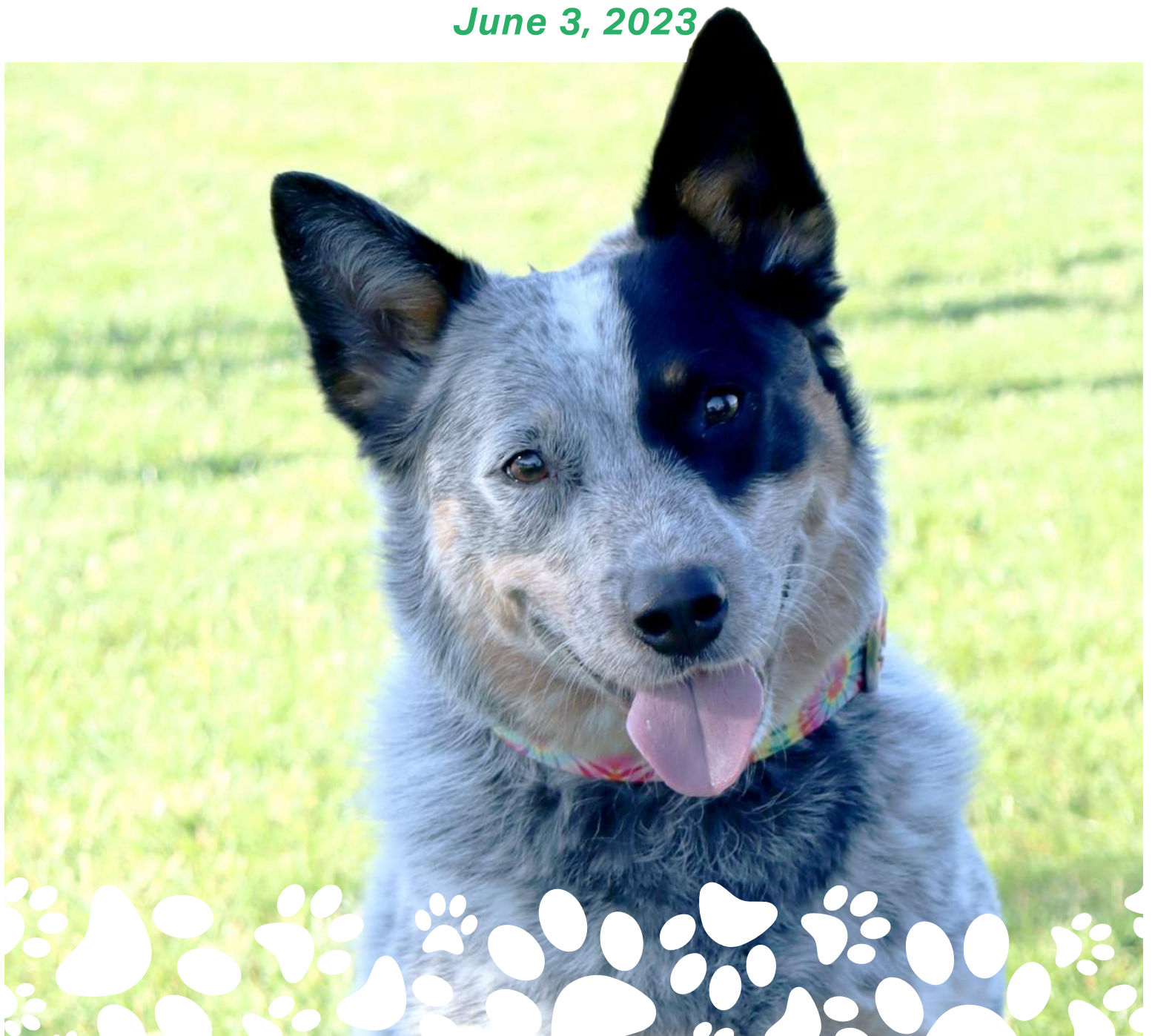
1,600,000
webpage views/yearly



SPONSORSHIP OPPORTUNITIES

PETS 5K WALK

*5K Walk & Run Fundraiser & Celebration
June 3, 2023*



KITSAP HUMANE SOCIETY'S

P

E

T

S

5K

W

A

L

K

5K Walk & Run Fundraiser & Celebration

June 3, 2023

PetsWALK 30th Annual Celebration:

Lace up your sneakers, leash up your pets, and bring the whole family out for our 30th Annual PetsWALK! Taking place in the picturesque downtown Poulsbo on **Saturday, June 3, 2023**, we will be celebrating 30 years of fun! Join us for a pet-friendly 5K walk/run and a full-day celebration including a vendor fair, live music, food, and more! PetsWALK attracts over 400 participants and their furry family members and is fun for all ages.

2022 by the Numbers

354






































Participants

34

Teams

Over \$57,000

raised

Sponsorship Opportunities	\$7,500 Presenter of the Pack	\$2,500 Party Animal	\$1,000 Strut Your Mutt	\$500 Water Dogs	\$250 Jog Your Dog
Logo on kitsap-humane.org for the duration of one year (1.6 million views a year)					
Vendor booth space (over 700 community members visit the vendor fair)					
Logo or name displayed on electronic monitors in shelter lobby leading up to event	Logo	Logo	Logo	Logo	Name
Logo or name on event participant merchandise	Logo & Name	Logo	Logo	Logo	Name
Logo featured on 11 x 17 sign along course (over 350 participants)	x2			At Water Station	
Logo or name featured in all event e-mail communications (over 23,400 subscribers)	Logo & Name	Logo	Logo	Logo	Name
Business linked in at least one Facebook post within event page (over 48,000 followers)					
Feature in 2023 KHS Calendar (over 250 distributed)					
Registration fees waived	Team of 10	Five Participants	Three Participants	Two Participants	
Logo or name within Facebook event (Over 48,000 followers)	Logo & Name	Logo	Logo	Logo	
Logo or name on website event page before and after event (1.6 million views a year)	Logo & Name	Logo	Logo	Logo	
Logo on event poster (displayed in over 20 locations)					
Logo featured on promotional banners (hung in two prominent locations in Kitsap)					
Logo on event collateral included in adoption packets in May, leading up to the event					
Recognition in news releases					
Banner at event					
Name featured on all day-of event materials					
Business linked in all event posts on KHS' main Facebook page (over 48,000 followers)					
Featured as a Community Partner in Shelter Tails (over 23,400 subscribers)					
Name featured on ALL promotional materials					



Picture yourself at **PETS 5K WALK**



SPONSORSHIP OPPORTUNITIES

KITSAP HUMANE
SOCIETY'S

PUTTING FIRE PETS

GOLF TOURNAMENT



July 28, 2023 / White Horse Golf Course



KITSAP HUMANE SOCIETY'S


PUTTING FORE PETS
































GOLF TOURNAMENT

July 28, 2023

Putting Fore! Pets at White Horse Golf Course:

Score a-hole-in-one for the animals! Back by popular demand, Kitsap Humane Society’s annual golf tournament is back and better than ever! **July 28, 2023**, join other animal loving, golf enthusiasts at one of the premiere golf courses in the Pacific Northwest. While playing a rewarding round of golf you will enjoy the peaceful surroundings and frequent sighting of local wildlife, all while Putting Fore! Pets! This day of fun on the course includes a round of golf, a cart, lunch, prizes and friendly competition! The best part of the whole day is that you will be supporting Kitsap Humane Society and all of the animals in our care. Whether you are a seasoned golfer or are new to the greens, all are welcome and encouraged to play!



Sponsorship Opportunities	\$5,000 Leader of the Pack	\$2,500 Best in Show	\$1,500 The Cat’s Meow	\$1000 Chow Hound	\$750 Feline Fine	\$500 Howling at the Holes
Logo on www.kitsap-humane.org for the duration of one year <i>(1.6 million views a year)</i>						
Logo or name featured in all event e-mail communications <i>(over 23,400 subscribers)</i>	Logo & Name	Logo	Logo	Logo	Logo	Name
Promotional materials placed in golfer swag "doggie bags"						
Business linked in at least one Facebook post within event page <i>(over 48,000 followers)</i>						
Logo featured on card inside every golf cart						
Logo or name displayed on shelter Lobby Monitor <i>(1,500 visitors/month)</i>	Logo & Name	Logo	Logo			
Logo or name within Facebook event <i>(over 48,000 followers)</i>	Logo & Name	Logo	Logo			
Logo or name on website event <i>(1.6 million views a year)</i>	Logo & Name	Logo	Logo			
Waived registration fees	2 Foursome	1 Foursome	2 Registrations			
Logo featured on 11 x 17 tee sign						
Option to set up tent at tee						
Golf Carts provided	2 Cards	1 Cart				
Prominent Logo on all “day-of” event materials						
Recognition in news releases						
Logo or name on event poster	Logo & Name	Name				
Option to set up informational table at registration						
Featured as a Community Partner in Shelter Tails <i>(over 23,400 subscribers)</i>						
Business linked in all event posts on KHS’ main Facebook page <i>(over 48,000 followers)</i>						
Name featured on ALL promotional materials						
Recognition at all food, snack and beverage areas	Logo			Logo		
Recognition on beverage cart					Logo	



Picture Yourself at

KITSAP HUMANE
SOCIETY'S
PUTTING FORE PETS
GOLF TOURNAMENT



SPONSORSHIP OPPORTUNITIES

Animal Krackers

October 7, 2023




Animal Krackers


October 7, 2023

30th Annual Animal Krackers Gala & Auction: This fur-bulous fundraiser attracts Kitsap’s most generous animal lovers. This elegant evening includes a dinner, a silent and live auction, and visits with adorable, adopt-able animals. Our 30th Annual Animal Krackers will be held on **Saturday, October 7, 2023**. We look forward to hosting over 400 guests and 40 volunteers for our night of glitz and glamour!

2022 by the Numbers



304
Registered
Guests



40
Silent Auction
Items
















































20

Live Auction Items



OVER
\$410,000
Raised

Sponsorship Opportunities	\$12,000 Diamond Paw Presenting Sponsor	\$10,000 Platinum Paw	\$6,000 Gold Paw	\$3,000 Silver Paw	\$1,500 Bronze Paw	\$500 Friends of the Animals
Logo on www.kitsap-humane.org for the duration of one year (1.6 million views a year)						
Logo or name featured on slideshow during silent portion of auction (viewed by over 550 people)	Logo	Logo	Logo	Logo	Logo	Name
Logo featured in all event e-mail communications (23,400 subscribers)						
Animal Krackers Catalog Ad (over 500 printed)	Full Page	1/2 Page	1/2 Page	1/2 Page	1/4 Page	Logo
Logo or name displayed on electronic monitors in shelter lobby leading up to event						
Logo within Facebook event (over 48,000 followers)						
Logo on website event page before and after event (1.6 million views a year)						
Event seating	VIP seating for 10	VIP seating for 10	VIP seating for 6	Seating for 4	Seating for 2	
Logo or name on invitation (over 1,000 mailed)	Logo	Logo	Logo	Name		
Recognition in news releases						
Featured as a Community Partner in Shelter Tails (over 23,400 subscribers)						
Logo featured in all post-event communications (over 23,400 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 48,00 followers)						
Name featured on ALL promotional materials						










*Picture yourself
at Animal Krackers*



MY FURRY Valentine

January 16 – February 5

Support our 7th Annual My Furry Valentine – the cutest online campaign in Kitsap County! In the weeks leading up to Valentine's Day, we will offer our supporters a way to send a little extra love to their friends and family with an adorable, one-of-a-kind valentines delivered right to their door. Each donation goes towards providing extra love and care for the pets at our shelter.

	\$1,000 Presenting Sponsor
Name featured on ALL promotional materials	
Logo on event poster	
Name on website event before and after event <i>(1.6 million views a year)</i>	
Name within Facebook event <i>(over 48,000 followers)</i>	
Businesses linked in all event posts on KHS' main Facebook page <i>(over 48,000 followers)</i>	
Business name linked & featured in all event email communications <i>(over 23,400 subscribers)</i>	
Tagged in every Instagram post about the event <i>(over 21,100 followers)</i>	



Send a custom 4x6 oil painting print of your fellow animal lover's pet



Goodie Bag Valentine for your friend/family AND for their pet (dog or cat specific)



One-of-a-kind painting made with love by a shelter pet












Kitsap Humane Society's

Wine & Whiskers



A summer-long wine tour benefiting animals in need










Join us as the Presenting Sponsor of Wine & Whiskers: a self-guided, two month-long wine tour benefiting animals in need at Kitsap Humane Society. With the purchase of a ticket, participants receive a Wine & Whiskers passport allowing them one free tasting experience at each of our participating wineries. In 2022, wine-loving attendees sipped delicious local wine to save shelter pets during this summertime event, which raised over \$7,000 for KHS! The 3rd Annual Wine & Whiskers will be extended this year and go through **July & August 2023**.

	\$2,000 Presenting Sponsor
Name featured on ALL promotional materials	
Logo featured on KHS website homepage	
Logo on event poster	
Name on website event before and after event	
Name within Facebook event	
Business linked in all event posts on KHS' main Facebook page (over 48,000 followers)	
Business tagged in every Instagram post about the event (over 21,100 followers)	
Business name linked & featured in all event email communications	
Logo on banner (displayed in a prominent location outside KHS)	



Kitsap Humane Society's *Santa* PAWS

Join us as Presenting Sponsor for a Kitsap Humane Society decades-old tradition, Santa Paws! Our pets are part of the family, and the holidays are a family affair during this festive opportunity to gather one and all for photos with Old St. Nick! In addition to receiving an adorable memento of the holiday season with your fur baby, you can also get prints to use as the cutest holiday cards your friends and family will get this year. With an amazing volunteer Santa and a talented volunteer photographer, we visit multiple locations around Kitsap County to have supporters get their pet's photos with Santa. This year, Santa Paws is projected to see over 300 families and their furry, scaled, and hooved loved ones, and on track to raise over \$6,000.

	\$2,000 Presenting Sponsor
Name featured on ALL promotional materials	
Logo featured on KHS website homepage	
Logo on event poster	
Name on website event before and after event	
Name within Facebook event	
Business linked in all event posts on KHS' main Facebook page (over 48,000 followers)	
Business tagged in every Instagram post about the event (over 21,100 followers)	
Business name linked & featured in all event email communications	
Logo on banner (displayed in a prominent location outside KHS)	



SPONSORSHIP OPPORTUNITIES








Shelter Events & Promotions



Shelter Adoption Sponsorships

Interested in being associated with our shelter adoptions throughout the year? Your support can have a big impact as the presenter of one of our monthly adoption sponsorships. You choose which month you'd like to sponsor, and for the entire month, your business will receive the promotional benefits listed below.



	\$2,000 Shelter Adoption Sponsorship
Name featured on ALL promotional materials	
Logo featured on KHS website slider	
Logo on banner <i>(displayed in a prominent location outside KHS)</i>	
Business linked in an adoption post once a week on KHS' main Facebook page <i>(over 48,000 followers)</i>	
Featured in Shelter Tails newsletter <i>(over 23,400 subscribers)</i>	
Business tagged in an adoption post once a week on KHS' main Instagram <i>(over 21,100 followers)</i>	
Option to include promotional materials in adoption packets every weekend <i>(Sat-Sun)</i>	



Puppuccino Pal Sponsorship

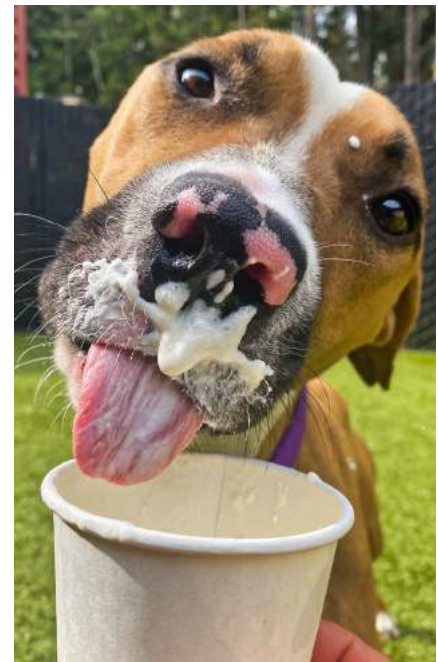
Beginning in April 2016, Kitsap Humane Society was looking for ways to promote adoptable animals when a former team member and a current volunteer came up with the idea of Puppuccino Pals.

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 170,600 followers.




As a way to freshen up the program and highlight local coffee shops, we began offering a sponsorship opportunity that would not only help find homes for dogs in need but also showcase these coffee shops as local businesses to support. Now, we are excited to announce that we are opening this sponsorship to all local businesses!

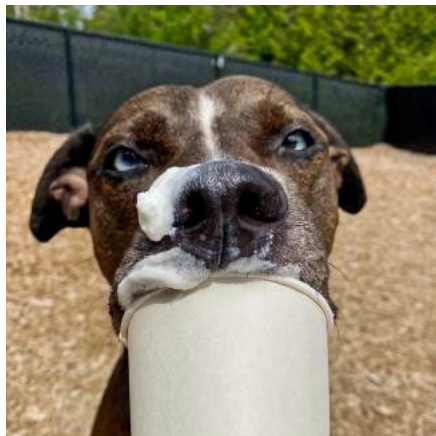


A weekly post across our Facebook, Twitter, and Instagram accounts, reaching over 170,600 followers, highlighting your business for an entire month. We will tag your business, and if applicable, feature your business’s logo on the cup, in the photo each week, and in each post.

Spotlight in our monthly e-newsletter, Shelter Tails, reaching over 23,400 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 business, including your logo and a link to your business page and social media channels.

\$250 Month-long Presenting Sponsor	
	
	
	



Questions? Please email us at info@kitsap-humane.org and we'll be in touch soon!



Magazine Ads

Save your spot in the KHS Magazine!

Unveiled in January 2022, the Kitsap Humane Society Magazine is a brand new beautiful, full-color, content-rich guide to all things KHS-related. Distributed by mail and electronically three times a year, picture your business reaching nearly 25,000 readers who are looking to support those who support the shelter! With a variety of ad sizes available, choose one or all three editions to display your business to animal lovers in our community. No graphic design experience? No worries, Kitsap Humane Society's Marketing Team can assist you in ensuring your business puts its best paw forward with graphic design support.



SIDEBAR

2.6" W x 11" H - \$150

QUARTER PAGE

4.25" W x 5.5" H - \$250

HALF PAGE

8.5" W x 5.5" H - \$500

QUARTER PAGE

4.5" W
x 5.5" H

SIDEBAR

2.6" W
x
11" H

HALF PAGE

8.5" W x 5.5" H

Many Thanks to Our Most Generous 2022 Sponsors



MUD BAY



CE Consulting



**Kitsap
Humane Society**

9167 Dickey Road NW, Silverdale WA, 98383

Kitsap Humane Society 🐾 360-692-6977x1058 🐾 kitsap-humane.org
JReynolds@kitsap-humane.org