

18TH ANNUAL WHISKER BALL

2023 Sponsorship Opportunities

SATURDAY, NOVEMBER 11, 2023

Pueblo Convention Center
whiskerball.org

Sponsorships are tax deductible to the extent allowed by law.



OUR MISSION

Humane Society of the Pikes Peak Region offers compassionate care to animals, supports safe communities, and provides socially conscious sheltering.



Event Overview & Engagement

Whisker Ball invites well-behaved dogs and their humans to Pueblo's premier gala helping save the lives of homeless animals in Pueblo.

Celebrating 18 years, this memorable evening features a three-course gourmet dinner, silent and live auctions, heartwarming success stories, and the beloved "Pet Parade" where select sponsors can take center stage with adoptable animals. All funds raised from Whisker Ball go directly to supporting the animals in Pueblo.

Whisker Ball is attended by animal lovers throughout our community who understand the need to help lost, injured, and abused animals find a loving home.

Sponsorship opportunities include the ability to showcase and connect with our extensive audience of animal lovers.

EVENT ATTENDEE HIGHLIGHTS

- ▶ 63% of attendees have estimated assets of \$100k-\$500k
- ▶ 26% of attendees have estimated assets of \$501k-\$1M
- ▶ 11% of attendees have estimated assets of \$1M-\$5M
- ▶ Attendees spend an average of \$630 at the event
- ▶ Most attendees reside in zip codes 81003, 81004, 81005, 81006, 81007, and 81008
- ▶ Most attendees have at least one pet

ONLINE PRESENCE & ENGAGEMENT

- ▶ HSPPR.org receives:
 - ▶ 61,000 unique visitors per month
 - ▶ 737,000 page views per month
 - ▶ 8.8M page views per year
- ▶ 10,000+ Email list subscribers
- ▶ 49,000+ Facebook followers
- ▶ 10,000+ Instagram followers
- ▶ 30,000+ TikTok followers and growing rapidly

Sponsorship Packages

	\$5,000 Presenting Sponsor	\$2,500 Pet Parade Sponsor	\$1,500 Table Sponsor
Table for 8	Premier seating	Priority seating	Reserved seating
Whisker Ball Website	Home, auction, & sponsor pages	Sponsor page	Sponsor page
Program Recognition	Full-page program ad & logo	Logo	Name
Pet Parade Escort	✓	✓	--
Breakfast & Tour at Shelter	✓	✓	--
Emcee Recognition	Special verbal	Verbal	--
Pre-event E-blast	Logo	Name	--
Post-event E-blast	Logo & social media post	Logo	--
Pre-event Invitation	Logo	--	--

Specialty Sponsorships

(add on or stand alone)

EXCLUSIVE \$1,000 Join Us in Spirit	EXCLUSIVE \$1,000 Safe Rides	EXCLUSIVE \$1,000 Cocktail Napkin	EXCLUSIVE \$500 Doggie Bags	\$500 Pet Parade	\$500 Specialty Cocktail
Breakfast & Tour at Shelter Logo included on Whisker Ball website and name mentioned in pre-event e-blast Emcee recognition	Full-page ad in event program Emcee recognition	Special logo opportunity on cocktail napkin Emcee recognition	Special logo opportunity at treat bar Emcee recognition	Pet parade escort Emcee recognition	Special logo opportunity at cocktail bar Emcee recognition

To take full advantage of your sponsorship benefits, please have items submitted by the following deadlines:

9/8 - Logo for event invitation mailed to 800+ donors

9/15 - Logo for pre-event blast(s) sent to 10,000+ constituents

10/6 - Program full-page ad, logo, or name; Logo for cocktail napkin

\$5,000 Presenting Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on www.whiskerball.org Home, Auction, and Sponsors pages
- ▶ Logo in pre-event e-blast sent to 10,000+ constituents
- ▶ Logo on event invitation mailed to 800+ donors

NIGHT OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display and three (3) bottles of wine
- ▶ One table donated under your name and filled by HSPPR for special guests, staff, and volunteers
- ▶ Logo and full-page ad (design file provided by sponsor) in event program
- ▶ Premier seating near the front of the room and stage
- ▶ Special recognition during event program by emcee
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Recognition in one (1) post-event Facebook post
- ▶ Special visit by shelter animal at business or mutually agreed upon venue
- ▶ Gratitude & special gift from HSPPR

A tax receipt can be provided upon request.



Private Shelter Tours

Take a peek behind the curtain

The Presenting Sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to eight (8) guests. This special opportunity is available by appointment before or after the event.



\$2,500 Pet Parade Sponsor

PRE-EVENT VISIBILITY

- ▶ Name on www.whiskerball.org Sponsors page
- ▶ Name in pre-event e-blast sent to 10,000+ constituents

NIGHT OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display
- ▶ Logo in event program
- ▶ Priority seating near the front of the room
- ▶ Verbal recognition during event program by emcee
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!

Private Shelter Tours

Take a peek behind the curtain

Pet Parade Sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to eight (8) guests. This special opportunity is available by appointment before or after the event.



\$1,500 Table Sponsor

PRE-EVENT VISIBILITY

- ▶ Name on www.whiskerball.org Sponsors page

NIGHT OF PRESENCE

- ▶ Reserved table for eight (8) guests with name display
- ▶ Name in event program

Private Shelter Tours

Take a peek behind the curtain

Table Sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to eight (8) guests. This special opportunity is available by appointment before or after the event.



Specialty Sponsorships

Looking to increase your sponsorship, make the night special and ultimately help more homeless animals? Check out the exciting opportunities below...some are EXCLUSIVE!

\$1,000 - JOIN US IN SPIRIT

Not able to attend this year? You can still make a difference while showcasing your support of animals in need!

- ▶ Name on www.whiskerball.org Sponsors page
- ▶ Name in pre-event e-blast(s) sent to 10,000+ constituents
- ▶ Name in one (1) post-event e-blast sent to attendees
- ▶ Name in event program
- ▶ Verbal recognition during event program by emcee
- ▶ Invitation to the shelter for a private breakfast and behind-the-scenes tour for up to eight (8) guests!

\$1,000 - COCKTAIL NAPKINS

Your name will be on everyone's lips, quite literally, with your logo printed on bar cocktail napkins. Includes verbal recognition during event program by emcee.

EXCLUSIVE – ONLY ONE AVAILABLE

\$1,000 - SAFE RIDES FOR GUESTS

Help guests get home safe after Fur Ball by gifting rideshare credits. Includes your logo on an exclusive full-page ad highlighting the benefit to guests and verbal recognition during event by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE**

\$500 - DOGGIE BAGS

Event guests will take home "doggie bags" with treats for their furry friends as they leave. Includes name display at treat bar and verbal recognition during event program by the emcee. **EXCLUSIVE – ONLY ONE AVAILABLE**

\$500 - PET PARADE PARTICIPANT

Take center stage and walk with a shelter animal in the Pet Parade. Includes a link to event photos capturing the memory and verbal recognition during event program by emcee. **MULTIPLE AVAILABLE**

\$500 - SIGNATURE COCKTAIL

Raise a glass to the shelter animals with a special cocktail named just for you. Includes name display in event bar area and verbal recognition during event program by emcee. **MULTIPLE AVAILABLE.**

Whisker Ball 2023 Sponsorship Form

SATURDAY, NOV 11 | PUEBLO CONVENTION CENTER



We are excited to welcome you back to our exclusive dog-friendly fundraising event! Dust off your finest and join us as we come together to help homeless, abused, and neglected animals in the Pueblo community. Guests will enjoy a gourmet meal, silent and live auctions, and the much-anticipated pet parade.

We look forward to seeing you and the most stylish dogs in town this fall at Whisker Ball!

SPONSORSHIP LEVEL

- ☐ Presenting Sponsor (\$5,000)
- ☐ Pet Parade Sponsor (\$2,500)
- ☐ Table Sponsor (\$1,500)

SPECIALTY SPONSORSHIPS (ADD ON OR STAND ALONE)

- ☐ Cocktail Napkin (\$1,000)
- ☐ Safe Rides (\$1,000)
- ☐ Treat Bags (\$500)
- ☐ Pet Parade (\$500)
- ☐ Specialty Cocktail (\$500)
- ☐ Join Us In Spirit Sponsor (\$1,000)

ADDITIONAL CHARITABLE SUPPORT LEVEL

Please indicate if you would like to support HSPPR Pueblo with a tax-deductible charitable contribution:

- | | |
|----------------------------------|---|
| <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$100 |
| <input type="checkbox"/> \$500 | <input type="checkbox"/> Other: \$_____ |

Total: \$ _____

First Name: _____ Last Name: _____

Phone Number: _____ Email: _____

Company or Group Name: _____

Street Address: _____ City/State/Zip: _____

To complete your registration please mail this form to the address below or scan and email it to Kelly Kraft – Corporate Giving Specialist (kkraft@hsppr.org). You can also complete your registration electronically at whiskerball.org.