

27<sup>TH</sup> ANNUAL FUR BALL

# 2024 Sponsorship Opportunities

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WIZARD OF PAWS – NIGHT IN THE EMERALD CITY  
SATURDAY, MAY 11, 2024

DoubleTree By Hilton  
[hsppr.org/furball](https://hsppr.org/furball)

Sponsorships are tax deductible to the extent allowed by law.

To benefit



**Humane Society**  
Pikes Peak Region

## 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

Tuxedo tails and animal tails are the 'purr'fect match at Fur Ball – HSPPR's signature fundraising event for 500 guests. This year's lavish affair celebrates 27 years as Colorado Springs' premier gala helping homeless and abused animals.

This memorable evening features a three-course gourmet dinner, silent and live auctions, heartwarming success stories, and the beloved "Pet Parade" where select sponsors take center stage with adoptable animals. You're invited to join our "Wizard of Paws – Night in the Emerald City" as we travel down the yellow brick road to remember that for the over 27,000 pets served annually – there's no place like home.

## EVENT ATTENDEE HIGHLIGHTS

- ▶ 43% of attendees have estimated assets of \$100k-\$500k
- ▶ 33% of attendees have estimated assets of \$501k-\$1M
- ▶ 24% of attendees have estimated assets of \$1M-\$5M
- ▶ Attendees spend an average of \$1,095 at the event
- ▶ Most attendees reside in zip codes 80903, 80904, 80906, 80907, 80918, and 80919
- ▶ Most attendees have at least one pet

## ONLINE PRESENCE & ENGAGEMENT

- ▶ HSPPR.org receives:
  - ▶ 64,000 unique visitors per month
  - ▶ 738,000 page views per month
  - ▶ 8.8M page views per year
- ▶ 10,000+ Email list subscribers
- ▶ 52,000+ Facebook followers
- ▶ 15,000+ Instagram followers
- ▶ 53,000+ TikTok followers and growing rapidly

## Private Shelter Tours

Take a peek behind the curtain

All sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to 10 guests. This special opportunity is available by appointment before or after the event. Please email [kkraft@hsppr.org](mailto:kkraft@hsppr.org) to schedule.



# \$50,000 Presenting Sponsor

## PRE-EVENT VISIBILITY

- ▶ Logo on front of all event branding, locked up next to the HSPPR logo. Prominent logo display across all event marketing.
- ▶ Logo on front of event save the date and invitation mailed to 5,000+ donors
- ▶ Large logo in pre-event e-blast sent to 10,000+ constituents
- ▶ Logo on [www.hsppr.org/furball](http://www.hsppr.org/furball) Home, Auction, and Sponsors Pages

## NIGHT OF PRESENCE

- ▶ Large logo and full-page ad (design file provided by sponsor) in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and three (3) bottles of wine
- ▶ Premier seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Special recognition during event program by emcee

## POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue
- ▶ Gratitude & special gift from HSPPR

A tax receipt can be provided upon request.



# \$12,000 Better Together Sponsor

## PRE-EVENT VISIBILITY

- ▶ Logo on event save the date and invitation mailed to 5,000+ donors
- ▶ Logo in pre-event e-blast sent to 10,000+ constituents
- ▶ Logo on [www.hsppr.org/furball](http://www.hsppr.org/furball) Home, Auction, and Sponsors pages

## NIGHT OF PRESENCE

- ▶ Logo and full-page ad (design file provided by sponsor) in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and three (3) bottles of wine
- ▶ Premier seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Special recognition during event program by emcee

## POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue
- ▶ Gratitude & special gift from HSPPR

A tax receipt can be provided upon request.





## \$6,000 Pet Parade Sponsor

### PRE-EVENT VISIBILITY

- ▶ Logo on event invitation mailed to 5,000+ donors
- ▶ Logo in pre-event e-blast sent to 10,000+ constituents
- ▶ Logo on [www.hsppr.org/furball](http://www.hsppr.org/furball) Home, Auction, and Sponsors pages

### NIGHT OF PRESENCE

- ▶ Logo in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and three (3) bottles of wine
- ▶ Preferred seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Verbal recognition during event program by emcee

### POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue





# \$4,000 Party Animal Sponsor

## PRE-EVENT VISIBILITY

- ▶ Name in pre-event e-blast sent to 10,000+ constituents
- ▶ Name on [www.hsppr.org/furball](http://www.hsppr.org/furball) Sponsors page

## NIGHT OF PRESENCE

- ▶ Name in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and three (3) bottles of wine
- ▶ Priority seating near front of room and stage

## POST-EVENT RECOGNITION

- ▶ Name in one (1) post-event e-blast sent to attendees

# \$3,000 Table Sponsor

## PRE-EVENT VISIBILITY

- ▶ Name on [www.hsppr.org/furball](http://www.hsppr.org/furball) Sponsors page

## NIGHT OF PRESENCE

- ▶ Name in event program
- ▶ Reserved table for ten (10) guests with name display and three (3) bottles of wine

A tax receipt can be provided upon request.

# 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!

\$2,000

## 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. Deadline 4/10**

\$2,000

## SAFE RIDES FOR GUESTS

There's no place like home, so let's help guests get there safely by gifting rideshare credits. Includes your logo prominently displayed on the Safe Ride posters displayed at the event. Includes verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/10**

\$1,500

## PHOTO BOOTH

NEW!

Event guests will have the chance to take photos at the photo booth and receive digital and printed copies to take home the same night – including your logo! Includes verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/10**

\$1,500

## YELLOW BRICK ROAD

NEW!

Make the Night in the Emerald City one to remember by giving all guests the opportunity to skip arm in arm down the yellow brick road – or walk, we won't judge! Your logo will be prominently displayed and includes verbal recognition during event program by emcee. In-Kind sponsorship opportunity and **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/10**

\$1,000

## AFTER HOURS COCKTAIL HOUR

NEW!

There's no place like home, but no need to go there so soon! Keep the party going at the DoubleTree Lounge with logo recognition prominently displayed, and verbal recognition during the event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/10**

\$1,000

## PET PARADE

Walk down the Yellow Brick Road on center stage 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 AS SPACE ALLOWS.**

\$1,000

## 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.**

# Sponsorship Packages

	\$50,000 Presenting Sponsor	\$12,000 Better Together Sponsor	\$6,000 Pet Parade Sponsor	\$4,000 Party Animal Sponsor	\$3,000 Table Sponsor
Table for 10	Premier seating	Premier seating	Preferred seating	Priority seating	Reserved seating
Breakfast and Tour at Shelter	✓	✓	✓	✓	✓
Branded sWAG Item	✓	✓	✓	✓	--
Pet Parade Escort	✓	✓	✓	--	--
Fur Ball Website	Prominent Logo on home, auction, and sponsors pages	Logo on home, auction, and sponsors pages	Name on sponsors pages	Name on sponsors pages	Name on sponsor pages
Program Recognition	Full-page program ad and large logo	Full-page program ad and logo	Logo	Name	Name
Event E-blasts	Large Logo and social media post	Logo and social media post	Logo	Name	--
Emcee Recognition	Special verbal	Special verbal	Verbal	--	--
Pre-event Save the Date and Invitation	Logo on front of both materials, prominent display	Logo on Save the Date and Invitation	Logo on Invitation	--	--

## Specialty Sponsorships (add on or stand alone)

EXCLUSIVE \$2,000 Cocktail Napkins	EXCLUSIVE \$2,000 Safe Ride	NEW EXCLUSIVE! \$1,500 Photo Booth	NEW EXCLUSIVE! \$1,500 After Hours Cocktail Hour	NEW EXCLUSIVE! \$1,500 Yellow Brick Road	\$1,000 Signature Cocktail	\$1,000 Pet Parade
Special logo opportunity on cocktail napkin	Large logo display on poster at event	Logo on event photos taken at Photo Booth	Large logo display on poster at event	Logo recognition near Yellow Brick Road leading into ballroom. In-Kind opportunity available!	Special logo opportunity at cocktail bar	Pet Parade escort
Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition

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

- 2/5** - Logo for Save the Date mailed to 5,000+ donors
- 2/23** - Logo for event invitation mailed to 5,000+ donors
- 3/31** - Logo for Cocktail Napkin and After Hours Cocktail Hour
- 4/10** - Program full page ad, logo, or name; Logo for Safe Rides or Yellow Brick Road
- 4/17** - Logo for pre-event blast(s) sent to 10,000+ constituents
- 5/6** - Branded item in guest sWAG bags, which all guests receive