

# 19<sup>TH</sup> ANNUAL WHISKER BALL

# 2024 Sponsorship Opportunities

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**SATURDAY, NOVEMBER 9, 2024**

**Pueblo Convention Center**  
**[whiskerball.org](http://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 19 years, this memorable evening features a three-course gourmet dinner, silent and live auctions, heartwarming success stories, and the new "Pet Parade" where select sponsors can take center stage with their personal dog.

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:
  - ▶ 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

# 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
Personal Pet 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)*

\$1,000 Join Us in Spirit	EXCLUSIVE \$1,500 Photo Booth	EXCLUSIVE \$1,000 Safe Rides	EXCLUSIVE \$1,000 Cocktail Napkin	\$500 Specialty Cocktail	\$100 Pet Parade
Breakfast & Tour at Shelter  Logo included on Whisker Ball website and name mentioned in pre-event e-blast  Emcee recognition	Logo on event photos taken at Photo Booth  Emcee recognition	Full-page ad in event program  Emcee recognition	Special logo opportunity on cocktail napkin  Emcee recognition	Special logo opportunity at cocktail bar  Emcee recognition	Escort your personal dog on stage  (Limited capacity, first come first serve)

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

**8/7** - Logo for Save the Date mailed to 800+ donors

**8/28** - 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 Specialty Sponsorships (Cocktail Napkins, Photo Booth, Safe Rides, & Signature Cocktail)

# \$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 two (2) 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 their personal dog 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](http://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 and two (2) bottles of wine
- ▶ 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 their personal dog 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](http://www.whiskerball.org) Sponsors page

### NIGHT OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display and two (2) bottles of wine
- ▶ 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.

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!

## \$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](http://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!

## \$1,500 - 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**

## \$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 - 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.**

## \$100 – PET PARADE PARTICIPANT

Take center stage and walk your dog in the new "Pet Parade". Includes a link to event photos capturing the memory and verbal recognition during event program by emcee. "Dog Ticket" included. Limited capacity, first come first serve so purchase your tickets today! **MULTIPLE AVAILABLE**

# Whisker Ball 2024 Sponsorship Form

SATURDAY, NOV 9 | 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)

- Photo Booth (\$1,500)
- Cocktail Napkin (\$1,000)
- Safe Rides (\$1,000)
- Specialty Cocktail (\$500)
- Pet Parade Participant (\$100)
- 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:

- \$2,500     \$250
- \$1,000     \$100
- \$500       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 Stoecker – Corporate Giving Specialist (kstoecker@hsppr.org). You can also complete your registration electronically at whiskerball.org.