

20TH ANNUAL WHISKER BRUNCH

2025 Sponsorship Opportunities

SATURDAY, NOVEMBER 15, 2025

Pueblo Convention Center
whiskerbrunch.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 Brunch invites well-behaved dogs and their humans to Pueblo's premier event helping save the lives of homeless animals in Pueblo.

Celebrating 20 years of helping animals in Pueblo, this memorable daytime fundraiser features an upscale, gourmet brunch, silent and live auctions, heartwarming success stories, and the "Pet Parade" where select sponsors can take center stage with their personal dog.

All funds raised from Whisker Brunch go directly to supporting the animals in Pueblo. Whisker Brunch 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
- ▶ 11,500+ Email list subscribers
- ▶ 54,000+ Facebook followers
- ▶ 31,500+ Instagram followers
- ▶ 87,500+ 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 Brunch 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 | \$1,000 Cocktail Napkin | EXCLUSIVE \$500 Specialty Cocktail | EXCLUSIVE \$500 Coffee Bar | \$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 | Special logo opportunity on cocktail napkin Emcee recognition | Special logo opportunity at cocktail bar Emcee recognition | Special logo opportunity at coffee 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.whiskerbrunch.org Home, Auction, and Sponsors pages
- ▶ Logo in pre-event e-blast sent to 11,500+ constituents
- ▶ Logo on event invitation mailed to 800+ donors

DAY OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display
- ▶ 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.whiskerbrunch.org Sponsors page
- ▶ Name in pre-event e-blast sent to 11,500+ constituents

DAY 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 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.whiskerbrunch.org Sponsors page

DAY OF PRESENCE

- ▶ One 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.

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.whiskerbrunch.org Sponsors page
- ▶ Name in pre-event e-blast(s) sent to 11,500+ 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

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**

\$500 - SIGNATURE COCKTAIL

Raise a glass to the shelter animals with a special cocktail named just for you. Includes logo recognition in event bar area and verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE**

\$500 – COFFEE BAR

Keep the pep in everyone's step by hosting the java! Includes logo recognition in the event coffee bar area and verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE**

\$100 – PET PARADE PARTICIPANT

Take center stage and walk your dog in the "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 Brunch 2025 Sponsorship Form

SATURDAY, NOV 15 | PUEBLO CONVENTION CENTER



We are excited to welcome you back to our reimagined 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 brunch, 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 Brunch!

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)
- Specialty Cocktail (\$500)
- Coffee Bar (\$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.