

21ST ANNUAL WHISKER BRUNCH

2026 Sponsorship Opportunities

SATURDAY, NOVEMBER 14TH, 2026

Pueblo Convention Center
whiskerbrunch.org

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

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

Celebrating 21 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

- ▶ 68% of attendees have estimated assets of \$100k-\$500k
- ▶ 20% of attendees have estimated assets of \$501k-\$1M
- ▶ 12% of attendees have estimated assets of \$1M-\$5M
- ▶ Attendees spend an average of \$720 at the event
- ▶ Most attendees reside in zip codes 80906, 80908, 81003, 81007, and 81008
- ▶ Most attendees have at least one pet

ONLINE PRESENCE & ENGAGEMENT

- ▶ HSPPR.org receives:
 - ▶ 101,670 unique visitors per month
 - ▶ 637,310 page views per month
 - ▶ 7.6M+ page views per year
- ▶ 11,000+ Email list subscribers
- ▶ 58,000+ Facebook followers
- ▶ 39,800+ Instagram followers
- ▶ 85,700+ TikTok followers

Sponsorship Packages

	\$5,000 Presenting Sponsor	\$2,500 Party Animal Sponsor	\$1,500 Table Sponsor
Table for 8	Premier seating	Reserved 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	Logo	--

Specialty Sponsorships (add on or stand alone)

\$1,000 Join Us in Spirit	EXCLUSIVE \$1,500 Photo Booth	EXCLUSIVE \$1,500 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	Logo on event photos taken at Photo Booth	Special logo opportunity on cocktail napkin	Special logo opportunity at cocktail bar	Special logo opportunity at coffee bar	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:

8/6 - Logo for Save the Date mailed to 800+ donors

8/27 - Logo for event invitation mailed to 800+ donors

9/14 - Logo for pre-event blast(s) sent to 10,000+ constituents

10/5 - 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 11,000+ constituents
- ▶ Logo on event invitation mailed to 800+ donors

DAY OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display or 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 a shelter animal at business or mutually agreed upon venue

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 Party Animal Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on event invitation mailed to 800+ donors
- ▶ Name on www.whiskerbrunch.org Sponsors page
- ▶ Name in pre-event e-blast sent to 11,000+ constituents

DAY OF PRESENCE

- ▶ One reserved table for eight (8) guests with name display
- ▶ Logo in event program
- ▶ 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

Party Animal 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.



Specialty Sponsorships

Looking to increase your sponsorship, make the day 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 11,000+ constituents
- ▶ Name in one (1) post-event e-blast sent to attendees
- ▶ Name in event program
- ▶ 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!

EXCLUSIVE – ONLY ONE AVAILABLE

\$1,500 - COCKTAIL NAPKINS

Your name will be on everyone's lips, quite literally, with your logo printed on bar cocktail napkins. **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. **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. **EXCLUSIVE – ONLY ONE AVAILABLE**

\$100 – PET PARADE PARTICIPANT

Take center stage and walk your personal dog in the "Pet Parade." Includes a link to event photos capturing the memory. Includes one dog ticket; human ticket sold separately. Limited capacity, first come first serve, so purchase your tickets today! **MULTIPLE AVAILABLE**