



Humane Society
OF HARRISBURG AREA

Building a Better Community for Pets and People

2022-2023 SPONSORSHIP OPPORTUNITIES



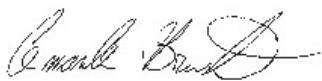
For more information, contact the Director of Marketing & Outreach,
Amanda Brunish, at (717) 564-3320 x125 or amandab@humanesociety.org

7790 Grayson Road | Harrisburg, PA 17111 | 717-564-3320 | humanesocietyhbg.org

Thank you for your interest in supporting the Humane Society of Harrisburg Area (HSHA). The mission of HSHA is to build a better community for pets and people through compassion, protection, education, and collaboration. We assist over 10,000 animals each year through our residential care and adoption program, low-cost veterinary clinics, pet food bank, and counseling services.

HSHA offers a variety of sponsorship opportunities that allow for valuable exposure to key audiences in Central Pennsylvania. HSHA reaches more than 20,000 contacts through email marketing and our social media channels. With a brand new website launched at the beginning of 2020 we have seen humanesocietyhbg.org become an even more valuable resource for marketing. HSHA and our events are featured on key media outlets including television, radio, and news sites. Our three signature events connect you, the sponsor, with over 1,500 attendees each year. And our other annual events, give you the opportunity to be seen by hundreds more.

Our sponsorship packages provides a variety of price points to support any or all of our events with additional benefits that extend beyond event day. If you have any questions, please do not hesitate to reach out. Thank you for your consideration.



Amanda Brunish
Director of Marketing & Outreach
Humane Society of Harrisburg Area
(717) 564-3320 x125



Event Sponsorships

Poochella



May 7, 2022 | HSHA

Poochella is a NEW event in 2022. Join HSHA for an acoustic musical festival that will feature great tunes, humane education, games, prizes, and lots more. More importantly, it will be a great way to reach potential customers and support the homeless animals of Central PA!

Paws Sponsor - \$500

Promotional Benefits

- Sponsor logo on event website
- Quarter page advertisement in event program

Love Sponsor - \$1,000

Promotional Benefits

- Sponsor logo on event website
- Recognition on social media
- Quarter page advertisement in event program

Peace Sponsor - \$1,500

Promotional Benefits

- Sponsor logo included on all event signage
- Sponsor logo on event website
- Recognition on social media
- Featured in HSHA eNewsletter
- Half page advertisement in event program

Event Day Benefits

- Complimentary vendor booth

Music Sponsor - \$3,000

Promotional Benefits

- Sponsor logo on large sign/banner
- Sponsor logo on printed promotional materials at event
- Featured as major sponsor in HSHA eNewsletters and social media
- Full page advertisement in event program
- Sponsor-supplied giveaway item distributed to attendees

Event Day Benefits

- Complimentary vendor booth
- Opportunity to address crowd at the event

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months



Event Sponsorships

Fur Ball Gala & Auction

FUR BALL



Gala
& AUCTION

November 5, 2022 | Hilton Harrisburg

The Fur Ball Gala & Auction is HSHA's premiere annual event. This black-tie (optional) event caters to our most passionate supporters and raises vital funds to help HSHA continue our mission. The RSVP only event provides sponsors the opportunity to showcase their services or products to approximately 250 potential customers from Central Pennsylvania.

Silver Sponsor - \$1,500

Promotional Benefits

- Sponsor logo included on all printed promotional materials*

Event Day Benefits

- Half-page program advertisement**
- Sponsor recognition/logo in visual presentation
- Preferred reserved seating for eight (one table)

Extended Benefits

- Sponsor recognition on HSHA website for one month

Gold Sponsor - \$3,000

Promotional Benefits

- Identity included in all media promotions
- Sponsor logo in all printed promotional materials

Event Day Benefits

- Full-page program advertisement
- Sponsor recognition/logo in visual presentation
- Preferred seating for eight (one table)

Extended Day Benefits

- Sponsor recognition on HSHA website for three months
- Sponsor recognition in one issue of HSHA newsletter

Platinum Sponsor - \$5,000

Promotional Benefits

- Identity included in all media promotions
- Sponsor logo in all printed promotional materials

Event Day Benefits

- Opportunity to address audience at event (2 minutes)
- Prominently placed full-page program advertisement
- Sponsor recognition/logo in visual advertisement
- Sponsor-supplied giveaway item distributed to attendees
- Preferred reserved seating for sixteen (two tables)

Extended Day Benefits

- Sponsor recognition on HSHA website for six months
- Sponsor recognition in two issues of HSHA newsletter

Other Opportunities for Support

Table Sponsorship - \$1,000

Purchase a table for your employees to participate in the black-tie (optional) evening to remember. A table seats eight people. Your table will be marked with your company logo for all attendees to see.

Program Advertisement (black & white)

Full Page Ad: 4.5"W x 7.5"H - \$250

Half Page Ad: 4.5"W x 3.75"H - \$100

One-Third Page Ad: 4.5"W x 1.75"H - \$50

**Deadline for inclusion on invitation is September 14, 2020*

***Deadline for inclusion in event program is October 21, 2020*



Humane Society
OF HARRISBURG AREA

Event Sponsorships

Penguin Plunge



January 1, 2023 | City Island

The Penguin Plunge is an annual fundraiser for HSHA that has become a tradition for Central Pennsylvania. During the event, hundreds of HSHA supporters “take the plunge” into the icy waters of the Susquehanna River, while hundreds more watch from the shore.

Chilly Willy Towel Sponsor - \$250

Promotional Benefits

- Sponsor logo included on event souvenir towel*

King Penguin Promo Sponsor - \$500

Promotional Benefits

- Sponsor logo included on event souvenir towel
- Sponsor logo on printed promotional materials *

Emperor Penguin Event Sponsor - \$1,000

Promotional Benefits

- Sponsor logo included on event souvenir towel
- Sponsor logo on printed promotional materials
- Identity included in media promotions

Event Day Benefits

- Sponsor-supplied banner displayed during event

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months



Humane Society
OF HARRISBURG AREA

Premiere Partner Sponsorship

\$10,000 for 12 months

The Premiere Partner Sponsorship is an exclusive sponsorship only offered to one business in a 12 month timeframe. The Premiere Partner receives premium visibility at all three of HSHA's signature events, other annual events, and at the Shelter. This exclusive Sponsorship includes the following:

Event Benefits

- Top event sponsorship at all three HSHA signature events (see details on right)
- Vendor booth and/or sponsor-provided banner, collateral, etc. at other annual HSHA events:
 - Penguin Plunge (January)
 - Shelter Sweetheart Week (February)
 - Christmas in July Adopt-a-Thon (July)
 - Pittie Party (October)
 - Holiday Adopt-a-Thon (December)

In-Shelter Benefits

- In-Shelter Signage in prominent area
- Information inserted in all adoption folders

Additional Benefits

- Company information with short story or other promo copy will be featured quarterly on the main page of HSHA website and housed under Sponsors & Partners
- Company logo will appear prominently on HSHA website for 12 months
- Featured content in two HSHA monthly newsletters

Penguin Plunge

Emperor Penguin Event Sponsor (retail price: \$1,000)

Promotional Benefits

- Sponsor logo included on event souvenir towel
- Sponsor logo on printed promotional materials
- Identity included in media promotions

Event Day Benefits

- Sponsor-supplied banner displayed during event
- Complimentary vendor booth

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months

Poochella

Music Event Sponsor (retail price: \$3,000)

Promotional Benefits

- Sponsor logo on large sign/banner
- Sponsor logo on printed promotional materials at event
- Featured as major sponsor in HSHA eNewsletters and social media
- Full page advertisement in event program
- Sponsor-supplied giveaway item distributed to attendees

Event Day Benefits

- Complimentary vendor booth
- Opportunity to address crowd at the event

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months

Fur Ball Gala & Auction

Platinum Sponsor (retail price: \$5,000)

Promotional Benefits

- Identity included in all media promotions
- Sponsor logo in all printed promotional materials

Event Day Benefits

- Opportunity to address audience at event (2 minutes)
- Prominently placed full-page program advertisement
- Sponsor recognition/logo in visual advertisement
- Sponsor-supplied giveaway item distributed to attendees
- Preferred reserved seating for sixteen (two tables)

Extended Day Benefits

- Sponsor recognition on HSHA website for six months
- Sponsor recognition in two issues of HSHA newsletter

Community Partner Sponsorship

The Community Partner Sponsorship is great for any organization looking to become a fixture at all HSHA events. In addition to sponsorships at our three signature events, a Community Partner gets to have a presence at our other annual events, gaining valuable exposure to the widest audience HSHA has to offer.

Event Benefits

- Event sponsorship at all three HSHA signature events (see details on right)
- Vendor booth and/or sponsor-provided banner, collateral, etc. at other annual HSHA events:
 - Penguin Plunge (January)
 - Shelter Sweetheart Week (February)
 - Christmas in July Adopt-a-Thon (July)
 - Pittie Party (October)
 - Holiday Adopt-a-Thon (December)

Additional Benefits

- Company logo will appear prominently on HSHA website for 12 months

\$5,000 for 12 months

Fur Ball Gala & Auction Gold Sponsor (retail price: \$3,000)

Promotional Benefits

- Identity included in all media promotions
- Sponsor logo in all printed promotional materials

Event Day Benefits

- Full-page program advertisement
- Sponsor recognition/logo in visual presentation
- Preferred seating for eight (one table)

Extended Day Benefits

- Sponsor recognition on HSHA website for three months
- Sponsor recognition in one issue of HSHA newsletter

Poochella Love Event Sponsor (retail price: \$1,000)

Promotional Benefits

- Sponsor logo on event website
- Recognition on social media
- Quarter page advertisement in event program

Penguin Plunge Emperor Penguin Event Sponsor (retail price: \$1,000)

Promotional Benefits

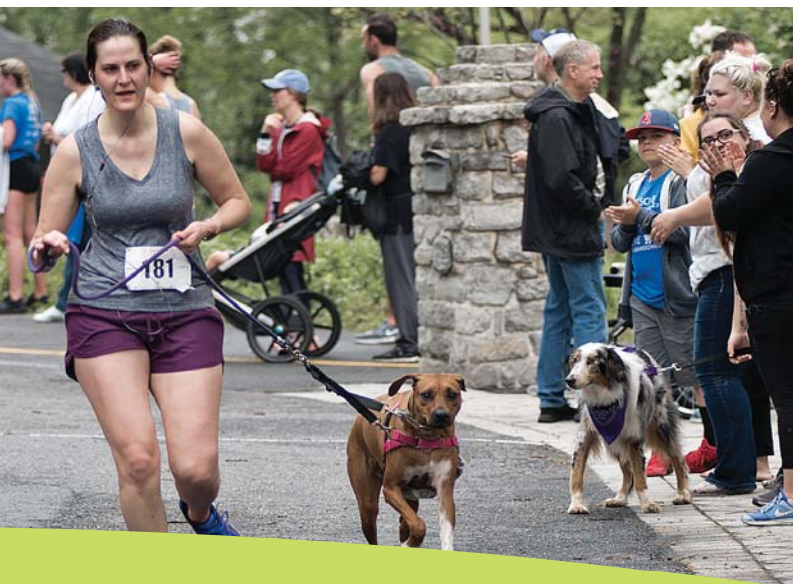
- Sponsor logo included on event souvenir towel
- Sponsor logo on printed promotional materials
- Identity included in media promotions

Event Day Benefits

- Sponsor-supplied banner displayed during event
- Complimentary vendor booth

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months



Paws to Party Event Sponsorship

\$3,000 for 12 months

The Paws to Party Event Sponsorship provides great visibility at HSHA's three signature events at a discounted rate.

Penguin Plunge

Emperor Penguin Event Sponsor (retail price: \$1,000)

Promotional Benefits

- Sponsor logo included on event souvenir towel
- Sponsor logo on printed promotional materials
- Identity included in media promotions

Event Day Benefits

- Sponsor-supplied banner displayed during event
- Complimentary vendor booth

Extended Benefits

- Sponsor recognition/logo and link on HSHA website for three months

Fur Ball Gala & Auction

Silver Sponsor (retail price: \$1,500)

Promotional Benefits

- Sponsor logo included on all printed promotional materials

Event Day Benefits

- Half-page program advertisement
- Sponsor recognition/logo in visual presentation
- Preferred reserved seating for eight (one table)

Extended Benefits

- Sponsor recognition on HSHA website for one month

Poochella

Love Event Sponsor (retail price: \$1,000)

Promotional Benefits

- Sponsor logo on event website
- Recognition on social media
- Quarter page advertisement in event program



2022-2023 Sponsorship Form

Please select your choice(s) below:

Poochella

- Paws Sponsor - \$500
- Love Sponsor - \$1,000
- Peace Sponsor - \$1,000
- Music Sponsor - \$3,000

Fur Ball Gala & Auction

- Table Sponsor - \$1,000
- Silver Sponsor - \$1,500
- Gold Sponsor - \$3,000
- Platinum Sponsor - \$5,000
- Program Ad Full Page - \$250
- Program Ad Half Page - \$100
- Program Ad Quarter Page - \$50
- I will provide 300 logo items for attendee bags

Penguin Plunge

- Chilly Willy Towel Sponsor - \$250
- King Penguin Promo Sponsor - \$500
- Emperor Penguin Event Sponsor - \$1,000

Contact information

Name: _____ Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Information:

A check made payable to Humane Society of Harrisburg area is enclosed

Please charge the following credit card Visa Master Card

Credit Card Number _____ CVV# _____ Exp Date _____

Name on Card _____ Signature _____

Sponsorship Packages

- Exclusive Partner Package - \$10,000
- Community Partner - \$5,000
- Paws to Party Sponsor - \$3,000

Please submit completed
registration form and payment to:
Humane Society of Harrisburg Area
Attn: Amanda Brunish
7790 Grayson Road
Harrisburg, PA 17111