



Humane Society  
OF HARRISBURG AREA

Building a Better Community for Pets and People

# 2023-2024 SPONSORSHIP OPPORTUNITIES



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

7790 Grayson Road | Harrisburg, PA 17111 | 717-564-3320 | [humanesocietyhbg.org](http://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 programs, low-cost veterinary clinics, pet food bank, and counseling services.

Our packages come at a variety of price points to support any or all of our events with additional benefits that extend beyond event day. If you do not find a sponsorship option that fits what you are looking for, we can work on finding something that best fits your marketing needs.

If you have any questions, please do not hesitate to reach out. Thank you for your consideration.

A handwritten signature in cursive script, reading "Amanda Brunish".

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

# Event Sponsorships

## Poochella



**June 17, 2023 | HSHA**

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 18, 2023 | Hershey Lodge**

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



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# Event Sponsorships

## Penguin Plunge



**January 1, 2024 | 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



# Premiere Partner Sponsorship

**\$10,000 for 12 months**

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

## Event Benefits

- Top event sponsorship at all three of HSHA's signature events:
  - Poochella Music Event Sponsor (retail price: \$3,000)
  - Fur Ball Gala & Auction (retail price: \$5,000)
  - Penguin Plunge Emperor Penguin Sponsor (retail price: \$1,000)
- Vendor booth and/or sponsor-provided banner, colateral, 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



# 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







# Humane Society

OF HARRISBURG AREA

To secure your sponsorship,  
contact Amanda Brunish, Director  
of Marketing & Outreach at  
[amandab@humanesocietyhbg.org](mailto:amandab@humanesocietyhbg.org)  
or 717.564.3320 x125