



2025 SPONSORSHIP OPPORTUNITIES



Our Mission

The Humane Society of Utah is dedicated to the elimination of pain, fear and suffering in all animals. Our goal is to keep pets and people together, bring them together, and help move each animal to their most appropriate outcome as quickly as possible.



About Us

Founded in 1960, the Humane Society of Utah is the largest Pet Resource Center in the state. We are dedicated to improving the lives of pets and their people through:

- Providing shelter, medical care, and adoption for homeless pets
- Offering low-cost pet spay/neuter surgeries and vaccines
- Keeping pets with their families through our Pet Retention Program
- Offering behavioral and training resources to give animals the skills needed to thrive
- Transferring in pets from overcrowded shelters
- Providing foster care for our most vulnerable companion animals
- Educating school-aged children through our Humane Education Program



Why Support Us



Your support of the Humane Society of Utah makes it possible for us to continue saving the lives of homeless pets and providing essential veterinary care for our community. In 2024, we supported our community with:

- 6,363 pets found loving homes through our animal shelter
- 8,277 animals received vital support through our Pet Resource Center
- 13,013 spay/neuter surgeries performed through our clinics for our community's beloved pets
- 77,264 clinic clients received support in caring for their pets through our affordable veterinary clinics
- 121,230 vaccinations administered through our clinics, protecting pets in our community

Partnership with the Humane Society of Utah connects you with the largest nonprofit animal shelter in Utah and our broad, passionate support base.

- 2.6 million web page views per year
- Over 90,000 email subscribers
- 65,000+ clinic visitors
- 815 volunteers and fosters
- 13,700 donors
- 1,700 event attendees



Social Media Reach

- 109,000 Facebook Followers
- 69,000 Instagram Followers
- 14,000 TikTok Followers (and counting)



Signature Events

Bark at the Moon - Spring \$1,500 - \$20,000

This year we are combining all the best from our previous Bark at the Moon and Barktoberfest outdoor events into a single, bigger, and better outdoor festival and Glow Walk! This event will be full of fun activities for families and furry friends.

Your Sponsorship will:

- Provide you with direct access to 800+ event attendees with a vendor booth at the event
- Include your logo in emails, on signage, and on the event website, showcasing your organization's dedication to animal welfare
- Help HSU continue our life-saving work for pets in our community

****multiple sponsorship opportunities available***



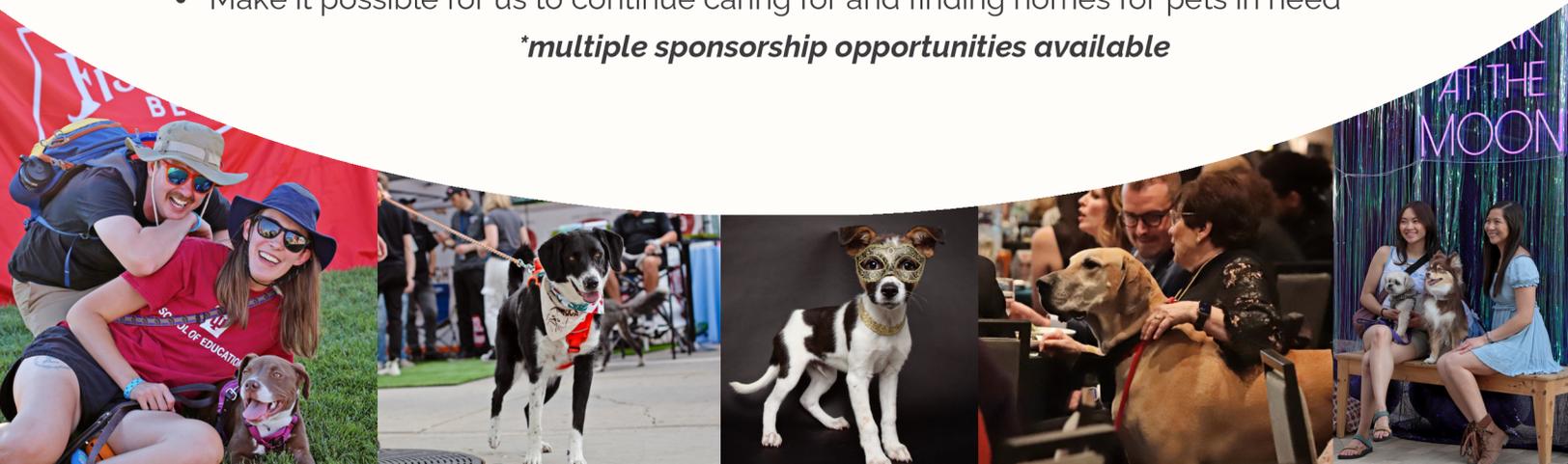
Wags to Wishes Gala - Fall \$2,500 - \$30,000

Our 13th annual Wags to Wishes Gala is our longest-running and most significant fundraising event of the year! Join us for an enchanted evening as animal lovers from across the state come together to further our mission of compassion.

Your Sponsorship will:

- Put your brand in front of 500+ Gala attendees
- Provide visibility of your logo in emails, on signage, and on the event website
- Include an attendee table at the gala for up to 10 guests
- Make it possible for us to continue caring for and finding homes for pets in need

****multiple sponsorship opportunities available***



65th Anniversary Party - Summer

\$650 - \$16,500

This year marks the 65th anniversary of the Humane Society of Utah! From our humble beginnings in 1960, we have grown into the largest animal shelter and pet resource center in the state. To mark this momentous occasion we are partnering with "Over the Edge" to give supporters an opportunity to rappel off a building for a good cause!

Help us celebrate with an "Over the Edge" Anniversary Party Sponsorship and receive:

- Company logo on signage at the event
- Company logo on event webpage
- Opportunity to sponsor a specific area with your company logo prominently displayed
- Company logo included in emails and/or social posts (depending on sponsorship level)
- At least 1 "Over the Edge" participant spot for sponsorships \$1,000+

****multiple sponsorship opportunities available***



Additional Events

Looking for more ways to support the Humane Society of Utah? We offer a variety of unique event sponsorship opportunities throughout the year. Contact us to explore options that align with your goals!

Other Sponsorship Opportunities

Pet of the Week Sponsorship \$350 per pet featured (one per week)



Help find homes for pets who need it most through a Pet of the Week Sponsorship!

- Can be arranged on an individual or weekly basis
- HSU will select one pet per week for the agreed upon timeframe
- Your company will be tagged as the sponsor for that pet on the social media post on Facebook and Instagram
- Your company logo will be featured on HSU's digital billboard (on I-15) along with a picture of the pet of the week
- HSU will provide the planned content to your company the morning of the post
- Upon adoption, the new family will be notified that your company sponsored the adoption fee of the featured pet

***limited availability**



Special Adoption Event Sponsorship \$5,000 per day

Join HSU in making a difference by sponsoring a special adoption event and helping more pets find loving homes! By sponsoring the fees for all pet adoptions during a specified time period, you will:

- Put your brand in front of HSU's broad network of supporters through social media posts, our billboard, and with adopters on-site
- Make adoption more accessible by allowing more people to bring home a fully vaccinated, microchipped, and spayed or neutered pet at no cost
- Directly impact HSU's mission and allow us to continue caring for and finding homes for pets in our community



Spaces of Hope Sponsorships \$1,000 - \$250,000 annually

The Spaces of Hope Sponsorship Program allows your organization to sponsor a kennel, room, or area at an HSU campus with your company name clearly visible in your sponsored area. Spaces of Hope Sponsorships support our lifesaving programs and allow you to publicly display your corporate social responsibility!

**multiple spaces available to sponsor*



Multiply Your Impact with a Donation Match \$15,000+

By sponsoring a donation match, your generosity inspires others to give and amplifies our ability to make a difference for animals in need. Donation matches are a powerful way to double—or even triple—the impact of your contribution. We offer multiple matching opportunities throughout the year. Reach out to discuss how you can become a matching donor and help us save even more lives!

- "Take over" our social media pages for the day or be tagged in at least 2 social media posts day-of
- Logo on our billboard for the day
- Lightbox on HSU website
- Email to 90,000+ HSU supporters



Specific Program Underwriting \$5,000+



With a Program Underwriting Sponsorship, you make it possible for HSU to continue providing the specific programs that help so many of our community members. Show your support by sponsoring the program of your choice and get your company name prominently featured on the program webpage with a link to your website.



Community CATNIP

Support the health and well-being of community cats (unowned cats who live outdoors) by sponsoring our CATNIP Program. Your contribution helps empower local communities by providing access to vital services such as trap, spay or neuter, vaccination, and release. This ultimately promotes a healthier environment for all cats by reducing the spread of disease and nuisance behaviors while decreasing unwanted litters of kittens born outdoors.



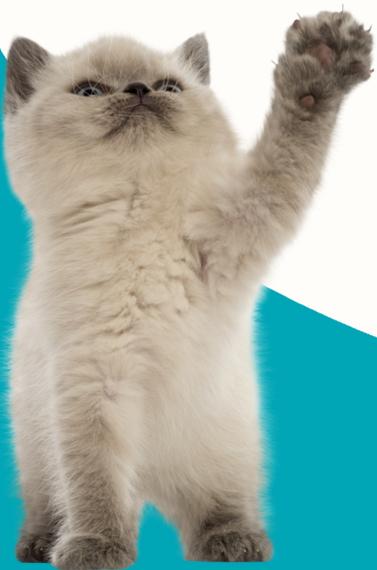
SNIP

Help empower Utah residents to create healthier communities for their pets by supporting our Spay/Neuter Incentive Program (SNIP). Your sponsorship enables individuals facing financial challenges to access sterilization services, contributing to the well-being of both pets and the broader community. Join us in promoting responsible pet ownership and a sustainable future for Utah's animals.



Last Litter

Support responsible pet guardianship by sponsoring the Last Litter Program. This initiative supports pet families by offering rehoming assistance for kittens and puppies, while ensuring that mother cats and dogs remain with the guardians they are bonded with. Your sponsorship provides essential spay services to prevent future litters, promoting the long-term well-being of both pets and their families, and reducing the number of kittens and puppies surrendered to shelters.



Specific Program Underwriting Continued



Transfer Program

Support the Humane Society of Utah's Transfer Program, which partners with animal shelter organizations across Utah and a few overwhelmed shelters in nearby states to give animals a chance at finding a loving home who may otherwise be at risk. By sponsoring this program, you help create vital space in overburdened shelters, allowing them to focus resources on the animals in their care. Your support directly contributes to saving lives and improving outcomes for animals in need.

Pet Retention

We are dedicated to helping families keep their pets in their loving homes during times of crisis. By supporting our pet retention assistance program, you empower families to access vital resources such as pet food, veterinary care, and behavior services, ensuring pets can stay with their families who are struggling with solvable challenges. Your sponsorship enables us to provide temporary support, preventing the difficult decision of surrendering a beloved animal.

Pop-up Community Clinics

The Humane Society of Utah is launching a new clinic program to bring low- or no-cost vaccinations and microchips directly to the communities that need those services most. Many of the families and animals who attend these clinics have not been able to access veterinary care or lifesaving vaccines, and clinics like this provide a lifeline to necessary resources. With your sponsorship, we can expand our reach, ensuring that essential veterinary care is accessible to all who need it





Don't see something that meets your needs? Contact us to discuss a custom sponsorship!



Corporate Relations Manager
sponsor@utahhumane.org
801-261-2919 ext 267

