



Top Cat & Tails Gala

TOP CAT & TAILS GALA: SATURDAY, SEPTEMBER 14, 2019

Get your business noticed among the glitz and glamour of the Top Cat & Tails Gala. Playing host to Northern Colorado's elite animal lovers, 2019's 50th Anniversary event will feature love and silent auctions, delicious food, the popular Adoptable Pet Parade, and honor 50 years of service to animals in Larimer County. Last year the event raised more than \$98,000 benefiting countless homeless pets across Northern Colorado.

IMPORTANT DATES FOR TOP CAT & TAILS SPONSORS:

May 1, 2019

Sponsorship Deadline: Form and business logo must be received to guarantee inclusion in promotional materials.

Saturday, September 14, 2019
21st Annual Top Cat & Tails Gala



SPONSOR LEVEL BENEFITS

	\$6,000 PRESENTING	\$4,000 PLATINUM	\$2,500 GOLD	\$1,750 SILVER	\$1,000 BRONZE
Presenting sponsor acknowledgment throughout event season	X				
One full-page advertisement in event program	X	X			
Special recognition from event stage	X	X			
Recognition in print advertisement	Logo	Logo			
Logo or listing in event program	Logo	Logo	Logo	Listing	Listing
Logo or listing in event invitations	Logo	Logo	Logo	Listing	
Complimentary tickets to the event	2 Tables, premium seating	2 Tables	1 Table	6 Tickets	4 Tickets
Recognition in Larimer Humane Society annual report	X	X	X	X	X
Logo or listing on Larimer Humane Society website	Logo with hyperlink	Logo with hyperlink	Logo	Listing	Listing
Logo or listing in event e-blasts	Logo	Logo	Listing	Listing	
Logo or listing in printed PetSpective newsletter	Logo	Logo	Logo	Listing	Listing
Social media recognition	Customized, individual post	Customized, individual post	2 Event sponsor posts	1 Event sponsor post	1 Event sponsor post

Other Sponsorship Opportunities:

\$3,000 Entertainment sponsor	Logo in program and invitation, special signage on stage, verbal recognition during event from emcee
\$1,000 Underwriter	Recognition in print advertisements, listing in invitation and event program, listing on website, listing in printed and e-newsletter.



FIRE HYDRANT 5K & PAWS ON THE PROMENADE EXPO: SATURDAY JUNE 1, 2019

Your business can run with the big (or small) dogs through sponsorship of the 29th Annual Fire Hydrant 5K & Paws on the Promenade Expo! This fun dog and family friendly event will take place at the beautiful Chapungu Sculpture Park at the Promenade Shops at Centerra. Attracting more than 1,100 attendees and 70 booth vendors, the event raises more than \$100,000 for homeless pets!



Important Deadlines for Fire Hydrant 5K Sponsors:

February 23, 2019
Sponsorship deadline: form and business logo must be received to guarantee inclusion in promotional materials.

May 4, 2019
Confirmation for use of booth space at the Fire Hydrant 5K & Paws on the Promenade.

May 10, 2019
Deadline for 1,000 items to be placed in participant goodie bags.

May 24, 2019
Deadline for sponsor-provided banner to be displayed at event.

June 1, 2019
29th Annual Fire Hydrant 5K

SPONSOR LEVEL BENEFITS

	\$3,000 PRESENTING	\$2,500 PLATINUM	\$1,250 GOLD	\$800 SILVER	\$500 BRONZE
Presenting sponsor acknowledgment throughout event season	X				
Recognition in radio ads	X				
Social media recognition	Customized, individual post	Customized, individual post	2 Event sponsor posts	1 Event sponsor post	1 Event sponsor post
Recognition in print advertisement	X	X	X		
Verbal recognition throughout event by emcee	X	X	X		
Banners displayed throughout event (produced and provided by sponsor)	3	3	2		
Logo or listing on registration brochure	Logo	Logo	Logo	Listing	Listing
Logo or listing in event e-blasts	Logo	Logo	Listing	Listing	Listing
Logo or listing on event poster and event t-shirt	Logo	Logo	Logo	Listing	Listing
Promo item(s) for goodie bag (produced and provided by sponsor)	X	X	X	X	X
Booth space at expo	2	2	1	1	1
Complimentary registrations for walk/run or "cat nap"	10 Registrations	10 Registrations	6 Registrations	4 Registrations	2 Registrations
Recognition in Larimer Humane Society annual report	X	X	X	X	X
Logo or listing in PetSpective newsletter and Larimer Humane Society website	Logo with hyperlink	Logo with hyperlink	Logo	Listing	Listing

Other Sponsorship Opportunities:

\$2,000 Bib sponsor: logo on all racer bibs, verbal recognition throughout event by emcee
\$1,500 Main stage sponsor: opportunity to display banners on the main stage and receive special mentions from emcee (banner provided by sponsor)
\$1,000 Kid zone sponsor: opportunity to display banners on the main stage and receive special mentions from emcee (banner provided by sponsor)
\$750 Water dog sponsor: opportunity to put items in racer goodie bags, listing on t-shirts and banners at water stations (banner provided by sponsor)
\$500 Demo ring sponsor: opportunity to display banners in demo area and receive special mentions from demo emcee (banner provided by sponsor)



ADOPTION PROMOTIONS

Throughout the year, Larimer Humane Society hosts several adoption promotions featuring one to two-day offers on special adoption fees. Many of these promotions are theme oriented and coincide with holidays, including:

- Black Friday Adoption Event
- Whisker Wonderland Holiday Adoption Event
- Valentine's Day Adoption Event
- Spring into Adoption

YOUR BUSINESS CAN JOIN IN THE FUN AT ONE OF TWO SPONSORSHIP LEVELS:

\$500 Adoption Packet Sponsor

- Opportunity to place fliers or promotional materials in adoption packets during the month of the adoption event

\$2,500 Adoption Event Sponsor

- Logo on adoption promotional materials
- Social media recognition as an event sponsor
- Mention or listing in any advertisements associated with adoption events
- Opportunity to place promotional materials in adoption packets during the month of the adoption event

CUSTOM SPONSORSHIP OPPORTUNITIES

No matter your type of business, there is an opportunity for you to partner with Larimer Humane Society. Our team can work with you to identify promotional and branding opportunities that meet your advertising goals. For a private consultation, please contact Lauren Dewey at (970) 530-2948 or ldewey@larimerhumane.org.

HAVE YOUR OWN IDEAS?

There are so many creative and easy ways to support Larimer Humane Society! Below are just a few ways businesses have supported homeless animals:

- Start a matching gift program and match your employee contributions
- Kick off a round up program by asking your patrons to round up their transactions to benefit Larimer Humane Society
- Collect monetary donations for an extra office jean day
- Host your own event
- Support a donation box at your business





SPONSORSHIP AGREEMENT

2019 SPONSORSHIP AGREEMENT

Forms may be scanned and emailed to: development@larimerhumane.org
OR Mailed to:
Larimer Humane Society, Attn: Development, 3501 E. 71st Street, Loveland, CO 80538

Business Name: _____ Contact: _____

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

Phone: _____ Email: _____

URL*: _____

*By providing this information, Larimer Humane Society may link directly to your website/social media as sponsorship levels allow for cross promotion.

2019 Annual Sponsorship Package
Save \$300 and Receive Gold-level Recognition!
 Gold-level sponsorship for Fire Hydrant 5K, Gold-level sponsorship for Top Cat & Tails, and exclusive A Celebration of Celebration of Second Chances Month Calendar Sponsorship. **All for \$3,800 – a \$4,100 value!**

Top Cat & Tails Gala

Saturday, September 14, 2019

- Presenting Sponsor \$6,000
- Platinum Sponsor \$4,000
- Gold Sponsor \$2,500
- Silver Sponsor \$1,750
- Bronze Sponsor \$1,000
- Other (In-kind sponsorship)

Fire Hydrant 5K & Paws on the Promenade Expo

Saturday, June 1, 2019

- Presenting Sponsor \$3,000
- Platinum Sponsor \$2,500
- Gold Sponsor \$1,250
- Silver Sponsor \$800
- Bronze Sponsor \$500
- Other (In-kind sponsorship)

2020 Calendar

Unveiling Fall 2019

- Presenting Sponsor \$3,000
- Calendar Month Sponsor \$350

Not Able to Sponsor But Still Want to Participate?

- Please send me more information about the 2019 Fire Hydrant 5K.
- Please send me more information about the 2019 Top Cat & Tails Gala.
- Please send me information about the 2020 Calendar.
- Please use my donation of \$_____ enclosed to support the animals in your care.

Select Payment Type | Confirmations received without payment will be invoiced

- Check (Please make checks payable to Larimer Humane Society)
- Credit Card (Check one) VISA MasterCard Discover AmEx

Card Number: _____

Expiration Date: _____ Name on Card: _____

Please contact (970) 530-2945 or development@larimerhumane.org for more information on Larimer Humane Society Sponsorship Opportunities.