



humane society

OF NORTH CENTRAL FLORIDA



2023 Sponsorship Opportunities



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Mission & Story

About Us

The Humane Society of North Central Florida was created in 2018 when the leadership of the Alachua County Humane Society, Gainesville Pet Rescue, and Helping Hands Pet Rescue decided to permanently join forces. By becoming the Humane Society of North Central Florida, our organizations were able to effectively streamline services for pets and pet owners, eliminate any duplication of services, maximize our community's resources, and improve the life-saving abilities of the entire region.

Our founding organizations have been dedicated to serving pets in Alachua County for more than 40 years. The Humane Society of North Central Florida is a limited intake, no-kill animal rescue shelter. The animals in our facility are transferred from open-intake and/or managed admission municipal shelters across North Central Florida. The Humane Society of North Central Florida is an independent, local 501(c)(3) organization. As such, we do not receive funding from federal agencies, nor are we affiliated with any other state or national organizations such as the Humane Society of the United States or the ASPCA.

Mission Statement

Eliminate the needless euthanasia of healthy and treatable pets in North Central Florida.

Vision Statement

To make North Central Florida a sustainable no-kill community where we strive to act as advocates for pets and pet owners, match pets and people for a lifetime, and promote the spaying and neutering of companion animals through education and outreach.

Core Values



Compassion



Collaboration



Community



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Expand Your Reach



Social Media

45,000+ Followers



In 2022, over 300,000 individuals viewed HSNCF social media



Website

13,000 Unique Visitors
per month (avg)

In 2022, over 164,000 individuals viewed HSNCF website

Subscribers



Over 28,000 email addresses receive
the HSNCF Newsletter monthly

Exposure

Press and media releases,
social media, digital ads





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Sponsorship Opportunities

Woofstock: HSNCF's Grooviest Event of the Year

Please contact Leesha at 352.415.2354 or leesha@humanesocietyncfl.org for more information and current availability.

Over the past seven years, Woofstock has been critical to the animal welfare community's success by raising over \$250,000 towards our mission to end the needless euthanasia of healthy and treatable companion pets across North Central Florida.

Title \$10,000	Hendrix \$5,500 Cash/ \$11,000 In-Kind	Joplin \$3,000 Cash/ \$6,000 In-Kind	Santana \$1,500 Cash/ \$3,000 In-Kind	Creedence \$750 Cash/ \$1,500 In-Kind	Crosby \$500 Cash/ \$1,000 In-Kind
Admission for 10 with Reserved Seating	Admission for 10 with Reserved Seating	Admission for 8 with Reserved Seating	Admission for 6	Admission for 4	Admission for 2
Full Page Digital Ad Prominently Displayed	Full Page Digital Ad	Half Page Digital Ad	Quarter Page Digital Ad	Logo/Name Listed in Digital Event Program	Name Listed in Digital Event Program
Inclusion of Name/Logo on all Promotional Materials & Signage	Logo/Name Listed on all Event Promotion & Media	Logo/Name Listed on all Event Promotion & Media	Logo/Name Listed on some Event Promotion & Media	Name Listed on some Event Promotion & Media	
Logo & Link in Pre-Event Email Blasts	Logo on Pre- Event Email Blasts	Logo on Pre- Event Email Blasts	Logo on Pre- Event Email Blasts		
Ability to Speak at the Event					

ALL SPONSORSHIP LEVELS INCLUDE THE FOLLOWING BENEFITS:

Recognition in HSNCF e-newsletter | Exposure across social media before, during, and after the event |
Recognition in program and HSNCF website | Ability to provide promotional items to attendees



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Woofstock Sample Promotions



At Event Signage



Ads in Multiple Local Magazines and Ads on Multiple TV Stations



Social Media Recognition





Other Sponsorship Opportunities

Adoption Events

North Florida Pet Adoption Days- Sponsorships start at \$750

Our largest adoption event of the year just in time for kitten and puppy season! All adoption fees for adult animals are waived.

Home for the Holidays- Sponsorships start at \$500

Every pet deserves a home for the holidays. Help us find forever homes for the pets in our care at this waived fee adoption event.

Corporate Sponsorships

Barks & Rec- \$1,000 per year

Become one of our partners for our doggie day out program, Barks & Rec! Feature the signature seal at your business and we encourage volunteers and pet owners to visit you.

Adoption Packets- \$2,500 per year

With over 2,000 adoptions per year, having your business's promotional materials inside our adoption packets is a valuable opportunity to reach a wide audience.

Digital Ad Retargeting- Packages start at \$1,000

Have the opportunity to reach our website traffic with your ads through the fascinating science of digital retargeting with Feathr.

Program Sponsorships

Fully Belly Club -\$4,000

Feed our shelter pets for the month

Mending Hearts- 10 dogs for \$7,000, 5 dogs for \$3,500, or 1 dog for \$700

Help support HSNCF's lifesaving heartworm treatment program. Did you know that one out of every three dogs that enters HSNCF's adoption program is heartworm positive?

Sponsor a Pet- \$250

Waives the pet's adoption fee and helps cover the cost of caring for that animal.

A Combination Approach

We understand that not every business is alike. We will provide a custom package that best suits your business's unique needs and budget. Sponsor a cat room, support a program, or sponsor an event are just a few of the options available. Set a meeting with our team today by contacting Leesha at leesha@humanesocietyncfl.org or calling 352.415.2354 to see how you can become a part of our lifesaving team of partners!



Sponsorship Commitment

SPONSOR NAME: _____

MAILING ADDRESS: _____

EMAIL: _____ PHONE: _____

CONTACT NAME: _____ CONTACT TITLE: _____

PLEASE INDICATE YOUR DESIRED SPONSORSHIP:

General Sponsorships

☐ North FL Pet Adoption Days

☐ Barks & Rec Partner (\$1,000)

☐ Adoption Packets (\$2,500)

☐ Tell me more about digital retargeting.

☐ Sponsor a Pet (\$250)

☐ Home for the Holidays

☐ Full Belly Club (\$4,000)

Mending Hearts-

☐ 10 Dogs (\$7,000)

☐ 5 Dogs (\$3,500)

☐ 1 Dog (\$700)

Woofstock

☐ Title Sponsor (\$10,000) ☐ Hendrix (\$5,500/ \$11,000 In-Kind) ☐ Joplin (\$3,000/ \$6,000 In-Kind)

☐ Santana (\$1,500/ \$3,000 In-Kind) ☐ Creedence (\$750/ \$1,500 In-Kind) ☐ Crosby (\$500/ \$1,000 In-Kind)

PLEASE YOUR PAYMENT METHOD:

☐ Payment enclosed, if applicable.

Please make checks payable to: Humane Society of North Central Florida

☐ Please send me an invoice.

☐ Please call me at the following number and I will give credit card info: () -

☐ In-Kind Donation Description & Value:

SIGNATURE: _____

Logos should be in vector format or 300 dpi. (format as EPS, PDF, JPG, or PNG). and can be emailed to leesha@humanesocietyncfl.org.

Mail completed form to: Humane Society of North Central Florida, 4205 NW 6th Street, Gainesville, FL 32609
If you have any questions, please contact Leesha at 352-415-2354 or leesha@humanesocietyncfl.org

Humane Society of North Central Florida is recognized under the IRS as exempt under section 501c3 and is registered with the Florida Division of Consumer Services, license number CH715. Donations are tax deductible to the full extent of the law.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE FLORIDA DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELPFLA, OR VIA THE INTERNET AT WWW.800HELPFLA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.