



**humane
society**
OF NORTH CENTRAL FLORIDA



Support pets. Strengthen your brand. Show you care.

**Purrs & Barks Partners
Sponsorship Opportunities
2026**



HSNCF is a tax-exempt, nonprofit 501(c)(3) organization (EIN: 59-1908492) that has been dedicated to ending the needless euthanasia of adoptable pets in North Central Florida since 1974.

Partner with Us

When you partner with the Humane Society of North Central Florida, you're not just supporting pets, you're investing in a stronger, more compassionate community. Since 1974, our independent, local 501(c)(3) nonprofit has been a trusted resource for animal care, offering:

- 🐾 Low-cost wellness and vaccine clinics
- 🐾 Spay/neuter services
- 🐾 A community pet food pantry
- 🐾 Adoption and foster programs

We do not receive federal or government funding, nor are we affiliated with national organizations like the ASPCA or Humane Society of the United States. Every life we save is made possible through the generosity of donors and local partners like you.

Why Sponsor or Partner with Us?

Purrs & Barks Partners and Sponsors are local businesses and organizations that champion our lifesaving work. We offer flexible sponsorship opportunities to suit every budget, including:

- Year-round partnerships with recognition across all events & marketing channels
- Event- or program-specific sponsorships that spotlight your business while supporting a cause that matters
- Corporate volunteering opportunities for teams to engage directly with animals in need


Supporting a Local Nonprofit is Good for Pets and Your Business


Today's consumers want to support businesses with heart. By partnering with the Humane Society of North Central Florida, you show your customers and employees that your brand cares about pets, people, and community.

- **73% of Millennials are willing to pay more for sustainable, socially responsible brands** (Nielsen, 2021)
- **89% of corporate giving decision-makers say partnering with nonprofits enhances brand reputation** (Giving USA, 2022)
- **90% of Gen Z believes companies must act to help social & environmental issues** (DoSomething Strategic, 2020)
- **76% of pet owners consider their pets family—they care deeply about businesses that do too** (American Pet Products Association, 2023)
- **84% of consumers say they would switch brands to one associated with a good cause, given similar price and quality** (Cone Communications, 2017)

Let your customers know your business supports what they love: happy pets, thriving communities, and a brighter future for all.

Expand your Reach

 56,000+ visitors to our campus

 13,000+ unique views/month

 35,000+ subscribers

 42,100+ followers

 8,070 followers

 2,300+ followers

Yearly Purrs & Barks Partnerships

Purrs and Barks partners choose to **support us year-round** and enjoy extra benefits, including ongoing recognition on our monitors at reception, clinic, and thrift store. They are also invited to all our events, receive tickets, gain additional exposure through adoption events, and enjoy other great benefits through our extensive social media reach.

Cash	\$12,000	\$10,000	\$7,500	\$5,000	\$2,500
<i>In-Kind (for services and products of equal value)</i>	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Marketing & Branding Benefits 2026					
Social Media Recognition (posts/mentions per year)	min 5	min 4	min 3	min 2	min 1
Logo Recognition on HSNCF Homepage	✓	✓			
Logo Recognition on Purrs & Barks website page	✓	✓	✓	✓	✓
Monitor Recognition in reception, clinic and thrift store	✓	✓	✓	✓	✓
Sponsor Highlight in newsletter email	✓	✓			
Adoption Package promotion	✓	✓	✓		
Photo shoot with pet at office location or HSNCF	✓	✓	✓		
Events					
Hogtown - Tickets	4	4	2	2	2
Bingo - Tickets	4	4	2	2	2
Luncheon - Complimentary Tickets	4	2			
Luncheon - Table with Logo Display	✓	✓			
Fall Community Event TBA	✓	✓	✓	✓	✓
Calendar 2027					
Recognition on back of calendar	Logo	Logo	Logo	Logo	Logo
Complimentary Calendars	10	8	6	4	2
Other Benefits					
Path to Adoption - Pets	5	4	3	2	1



Event Sponsorships

We host a variety of events throughout the year, each designed to engage different segments of our community and support our mission. Every event offers the opportunity for a Title Sponsorship, with recognition as “Presented by” or “Brought to you by.”

In addition, all events include smaller sponsorship options that provide meaningful engagement while still offering valuable marketing and outreach benefits, including logo placement, social media and email recognition, and the chance to connect with attendees.

Fundraising Events

Our fundraising events bring the community together to support pets in need, raise vital funds, and share the mission of our organization.

Beer & Food Pairing Event (2027)

Beloved, always-sold-out beer and food pairing event featuring Hogtown’s top microbrewers, each showcasing their craft beers alongside perfectly paired dishes.

Title Sponsor - \$2,500

Beer/Food Table Sponsor - \$250



Bingo for the Animals (2027)

Fun-filled Bingo Night to raise vital funds, win great prizes, and connect with fellow animal lovers in our community.

Title Sponsor - \$2,000

Bingo Round & Table Sponsor - \$350

Pawsitive Impact Luncheon*

Special luncheon celebrating compassion, community, and the lifesaving impact we create together for pets in need.

Title Sponsor - \$10,000

Table Sponsor - \$1,000

Silent Auction Sponsor - \$1,500

TBA Fun for a Pawse*

Fun-filled event with activities, local vendors, and opportunities to meet animals. Raising funds for a meaningful cause in our community.

Title Sponsor - \$500

Activity Sponsor - \$500

Silent Auction Sponsor - \$1,500

Draft



Adoption Events

Our adoption events aim to find loving homes for animals while lowering the barriers for people to adopt their next furry family member.

On-Site Adoption Events

Our four-day Adoption Events are held most months and often feature reduced adoption fees to help more pets find loving homes. These events are promoted through targeted social media advertising, email campaigns, and press releases, ensuring strong community visibility.

Title Sponsors play a vital role by making reduced adoption fees possible and supporting event advertising costs. In recognition, the Title Sponsor’s name and logo are prominently featured across all promotional materials, including digital ads, printed materials, merchandise, and informational inserts included in adoption packages.

Title Sponsor - \$1,500/event

Adoption Event Package - \$250/event

Off-Site Adoption Events

With the proper local permits, we can host an adoption event at your location. These events require significant staff and volunteer support. As the Title Sponsor, your brand is prominently tied to helping pets find homes. Sponsorship includes advertising across our social media, email campaigns, and website, as well as event staffing and partial adoption fee coverage to help offset the cost of reduced adoption fees.

Off Site Sponsor - \$5,000

Annual Adoption Package - \$2,500

Add one flier/promotion item for 12 months included in our adoptions package

*Working Title



Other Sponsorships

Pack Walk Sponsor

Our 0.3-mile campus loop winds through open areas and wooded paths, providing a safe and enriching environment for dogs. The "Pack Walk" program is designed for groups, especially corporate teams, to come together to walk our dogs. As a sponsor, you help improve the lives of our dogs while offering a unique team-building experience for your group and the community.

Trail Friend - \$1,000

- Plaque along the trail
- Name/logo on website
- Social Media shout out
- One year sponsorship

Path Pawl - \$500

- Name/logo on website
- Social Media shout out
- One year sponsorship



2027 Calendar Sponsor

Our 2027 Calendar is a heartwarming collaboration between the Gainesville Fire Department and the Humane Society of North Central Florida. Each month features local firefighters paired with rescued dogs, celebrating the special bond between people and pets while honoring the service of our first responders. The calendar highlights inspiring adoption stories and the lifesaving work happening every day at our shelter. Sponsorships help cover printing costs, ensuring more proceeds go directly toward rescuing animals and finding them loving homes. By sponsoring a month, your business gains meaningful community exposure while making a tangible difference for animals in need.

Title Sponsor - \$3,000

- [Your Organization] proudly presents TBA
- Name will be used in all advertising
- Logo prominently displayed on front & back
- 20 complimentary calendars
- Add placement on intro page OR note from the CEO/President

Month Sponsor - \$750

- [Your Organization] logo/ad displayed on a month page
- 5 complimentary calendars

Supporter - \$50

- Name will be listed on the back of the calendar
- 1 complimentary calendar

Sponsor a day- \$150

- Celebrate a special moment by featuring a photo of your pet on date of your choice
- 2 complimentary calendars

In-Kind Print Sponsor

- Printed by [Your Organization] (mentioned on all pages)
- Name will be used in all advertising
- Logo prominently displayed back



About Station 5
Firefighter Jess March is front of the GFR's training team. This facility simulates real fire conditions through controlled fire burns, allowing firefighters to safely practice fire suppression, search-and-rescue, and teamwork under realistic heat and smoke.

About Pookie
Pookie arrived with heartworms, ear infections, and even fleas. She barked, coughed fits and a fainting spell, but her spirit never dimmed. Thanks to medical care and community support, Pookie is energy and brighter than ever as she waits for her forever home.

See pets at humane.society.org/adopt.



Sponsored by

MARCH 2026

SUN	MON	TUES	WED	THURS	FRID	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sponsor a day

18

Did You Know?
On average, puppies raised up to 16 hours of maternal separation. This may be preventing behavioral issues that often last to adult life.

February 2026

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					





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Other Sponsorships



Path to Adoption Sponsor

The Path to Adoption Fund allows you to play a direct role in that journey, even if you can't adopt yourself. With a one-time donation of **\$350**, you'll help provide customized care such as behavioral training, medical testing, specialized diets, or enhanced marketing for a harder-to-place pet.

As a sponsor, you'll receive the story and photo of the pet you've supported, plus recognition on their profile and a thank-you on our social media. Most importantly, you'll know you've given a pet the second chance they need to finally find a loving home.

More information here: humanesocietyncfl.org/path-to-adoption



Customize your Sponsorship

Don't see a sponsorship option that fits your business? On a fixed budget but still want to support our animals? Let's think outside the box together! Contact us!



Next Steps:

If you're interested in becoming a sponsor or exploring ways to support us, please contact us. We'd love to find opportunities for you and your company to be part of our ever-growing community.

Email us and mention that you would like to become a sponsor.

✉ development@humanesocietyncfl.org
☎ 352-415-2354

WINNER

2025

LARGE NON-PROFIT
OF THE YEAR



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.

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