

2023 SPONSOR PACKET

SATURDAY, MARCH 4, 2023

LAS OLAS INTRACOASTAL PROMENADE PARK



COVER PHOTO: SPARTY PROUDLY
REPRESENTS OUR WALK FOR THE
ANIMALS AS OUR 2023 COVER DOG.
CONGRATULATIONS TO ALL OF OUR 2023
COVER DOG PARTICIPANTS!

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ABOUT THE HSBC

The Humane Society of Broward County has been a pillar of the Broward County community since 1944. Starting with humble beginnings in a 5,000 square foot house, our shelter has evolved into a 33,000 square foot building that has the ability to house over 300 dogs, cats and other furry animals.

Since we are a non-profit 501(c)(3) organization, receiving no direct funding or financial support from the government or any national group with a similar name, we rely on the generosity of the community, private grants and fundraising efforts. These donations allow us to provide care for homeless animals, educational programs in schools and the community, behavior training and low cost spay/neuter and vaccines for the public.



WHAT WE DO...

ADOPTIONS almost 4,100 animals placed into homes in 2021

EDUCATION PROGRAMS teaching over 150,000 children and adults care and respect for animals

LOW COST VACCINES for the public

PET LOSS AND GRIEVING SERVICES run by certified counselors

ANIMAL ASSISTED THERAPY PROGRAM visiting hospitals, schools and nursing homes with their trained companion animals to provide comfort

FOSTER FAMILIES placing animals who are not adapting well to shelter life and/or are too young for adoption with caring families

BEHAVIOR TRAINING using only positive methods in group or individual settings

VOLUNTEER SERVICES over 550 dedicated volunteers donating their time to help our shelter thrive

SURRENDER PREVENTION helping people to keep their four-legged friends as part of their family

WALK FOR THE ANIMALS

Over the past three decades, the Walk for the Animals has served as the Humane Society of Broward County's largest annual fundraising event. In 2022, over 3,000 enthusiastic people and more than 2,000 wagging tails graced downtown Fort Lauderdale's Huizenga Park, raising a net total of over \$485,000 to directly benefit the homeless animals and our shelter programs.

Now in its 33rd year, the Walk has become a highly anticipated event in Broward County for both participants and sponsors. Animal lovers spend months forming Packs and fundraising, and then celebrate their efforts on Walk Day. **We are excited to celebrate with everyone at our NEW location, Las Olas Intracoastal Promenade Park.**

For businesses in our community, the Walk provides publicity on Walk Day and for months leading up to the event. Companies are able to reach their target audience through our marketing efforts and involvement in numerous community events. On Walk Day, sponsors have the opportunity to interact directly with thousands of people, gaining new clients and customers. A staggering 90% continue to support this event year after year.

HERE ARE SOME OF THE WAYS THE ANIMALS ARE HELPED WITH YOUR DONATIONS...

\$500 Consult with an animal eye specialist to help save an animal's eye socket

\$1,000 Cardiac consult for our symptomatic heartworm positive dogs

\$2,000 Spay/Neuter surgery for 40 feral cats to help end the cycle of homeless felines

\$2,500 Orthopedic surgery for 2 animals to repair broken limbs so they can run and play

\$5,000 An ultrasound machine for the shelter. Ultrasounds help our clinic staff examine animals' internal body structures and organs to detect the source of their illness.

\$7,500 Spay/Neuter surgery for 75 dogs to help put an end to pet overpopulation

\$10,000 Microchips for 500 dogs or cats so they will never be lost again

\$15,000 Formula, medical care and supplies for 40 kittens so they have a chance at being healthy cats and annual vaccines for 400 dogs and cats to spare them from life-threatening diseases

\$25,000 A new transport vehicle. Transport vehicles are used to assist during disaster relief. to evacuate animals prior to a dangerous hurricane and to transport animals from high risk shelters to the HSBC to give them a second chance at finding a forever home.

HOW YOUR DONATIONS HELP THE ANIMALS



SPONSOR BENEFITS

Our Walk for the Animals would not be possible without our valued sponsors. Area businesses, both pet and people related, come together to support this event. With the range of Sponsorship Packages available, there is sure to be one to suit your company's needs.

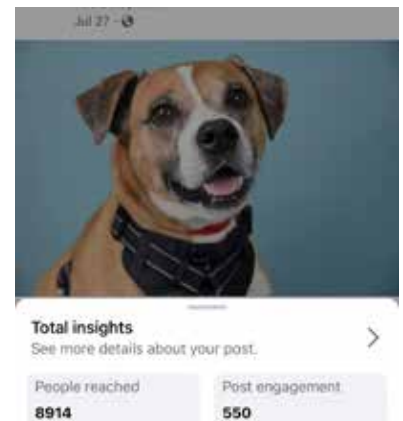
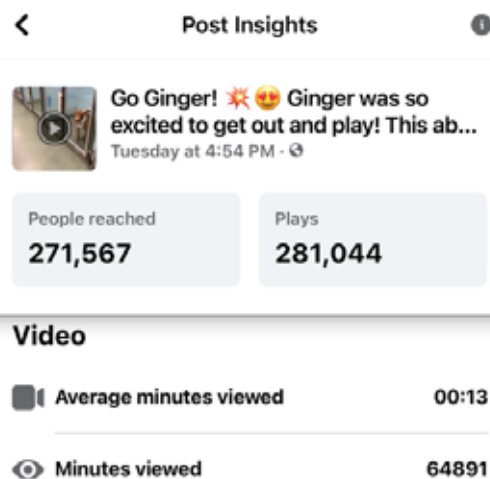
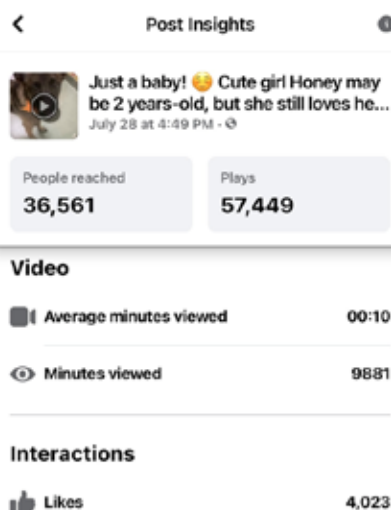
We promote our sponsors at every opportunity from pre-events beginning in September, through Walk Day and beyond. The active Walk Committee participates in area events, fairs, and festivals throughout Broward County.

Also included is print marketing, radio and TV public service announcements (depending on sponsorship level and if secured), focused distribution, on site and remote promotions plus a link from Walk4theAnimals.com boasting over 33,000 visitors during the promotional period. Our job is to make you feel comfortable that you've invested wisely.

SOCIAL MEDIA

Social media is also used to get the word out. We dedicate sponsor posts and weekly email newsletters from September through March. This goes out to our loyal patrons and includes:

- **Visitors on HumaneBroward.com:** 45,000 users per month
- **Facebook Promotion (@browardhumane):** over 57,000 Fans
- **Instagram (@HumaneBroward):** 33,000 Followers
- **TikTok (@HumaneBroward):** 20,000 Followers
- **Twitter (@HumaneBroward):** over 2,300 Followers
- **Blog Email:** Over 6,900 Recipients

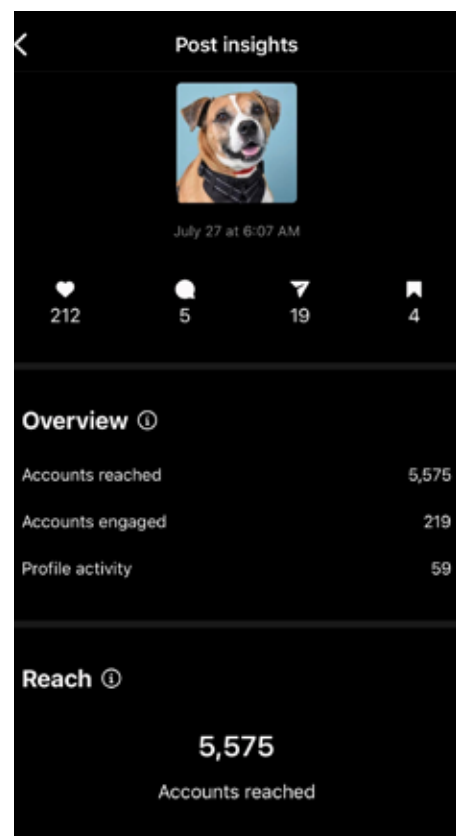
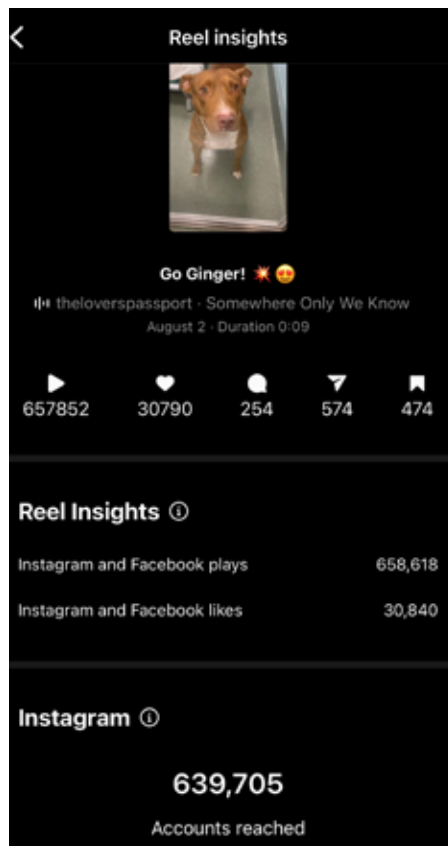
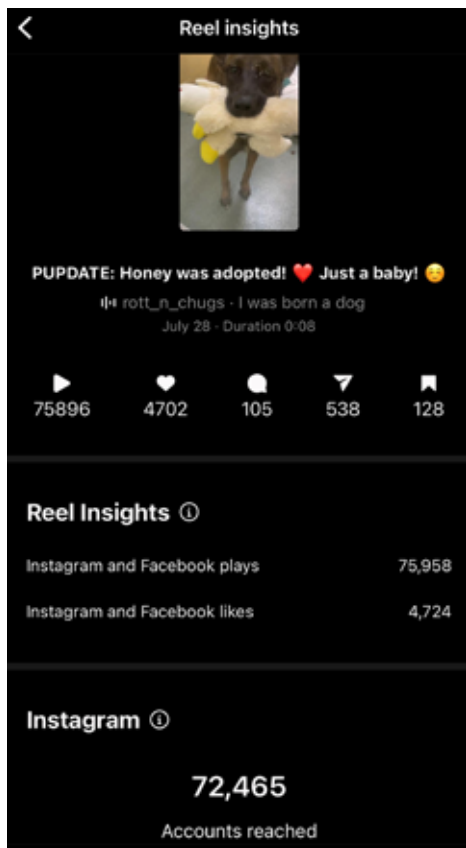


Please see screenshots below of HSBC's insights on Facebook feed posts and videos. Even though we have over 57,000 fans, our engagement reaches far beyond that number!

SOCIAL MEDIA CONTINUED

As a sponsor, your business will be promoted by our dedicated Digital Marketing Specialist. Our engagement rates regularly reach over six figures, with views far surpassing the average.

Below are screenshots of HSBC's insights on Instagram feed posts and reels.



SOLD

PLATINUM SPONSORSHIP \$25,000

PRE WALK

- 30,000 Walk Brochures: Logo or name on front cover and at least one other location
- Logo or name on 10,000 Save the Date cards, 10,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day, and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Logo and link on Humane Society of Broward County's Facebook Page
- Logo on Walk4theAnimals.com with link to company's home page
- Recognition on all Walk eblasts from September through March
- Recognition on notifications to participants and donors
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as Title Sponsor in all press releases
- Logo or name on all television and public service announcements and newspaper print ads (to be secured)
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on two Walk for the Animals banners: one displayed at the shelter and the second at a high traffic location (to be determined) prior to Walk Day
- Name or logo on home page of Walk4theAnimals.com
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Logo or name, sponsor level and link on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. One video and five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.

The exclusive Platinum Collar Sponsorship offers the highest degree of exposure including the use of your company's name or logo alongside our Walk logo in all print & digital marketing placements.



SOLD

PLATINUM SPONSORSHIP CONTINUED

SOCIAL MEDIA

- Logo or name created as a GIF to post on HSBC social media spots
- Twenty seven social media spots from September through March
 - Three Instagram Story Highlights
 - Two Instagram Reels
 - Three Instagram Live Videos
 - Two Instagram Feed Posts
 - Three Facebook Story Highlights
 - Two Facebook Reels
 - Three Facebook Live Videos
 - Two Facebook Feed Posts
 - Three LinkedIn Feed Posts
 - Two TikTok Videos
 - Two Twitter Feed Posts

WALK DAY

- 1,200 Walk T-Shirts: Logo or name printed in prominent location on the back of shirt and on second location (TBD)
- Logo or name on 300 Walk Baseball Caps
- Premier placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 20' x 20' tent, four 6' tables, six chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card
- Logo or name on one tee sign on the Walk route

POST WALK

- Choice of one Yappy Hour at our shelter (max 30 people) or Snuggle visit at your location (if local). Yappy Hour or Snuggle visit can be scheduled Monday through Friday from April 1, 2023 to September 20, 2023. Restrictions apply.
- Recognition as Title Sponsor in press releases
- Logo and photo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- First right of refusal for Walk for the Animals 2024

GOLD COLLAR SPONSORSHIP \$15,000

PRE WALK

- Logo or name on 30,000 Walk Brochures, 10,000 Save the Date Cards, 10,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Recognition on all Walk eblasts from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as a sponsor in all press releases
- Logo or name on all television and public service announcements and newspapers print ads (to be secured)
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on two Walk for the Animals banners: one displayed at the shelter and the second at a high traffic location (to be determined) prior to Walk Day
- Opportunity to insert company provided item into 1,500 S'wag Bags distributed to Walkers
- Logo or name, sponsor level and link on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. One video and five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Logo or name created as a GIF to post on HSBC social media spots
- Seventeen social media spots from September through March
 - Three Instagram Story Highlights
 - Two Instagram Reels
 - One Instagram Live Video
 - One Instagram Feed Post
 - Three Facebook Story Highlights
 - One Facebook Reel
 - One Facebook Live Video
 - One Facebook Feed Post
 - Two LinkedIn Feed Posts
 - One TikTok Video
 - One Twitter Feed Post

The Gold Collar Sponsorship gives your company a high degree of visibility. Your name or logo is included on marketing pieces that are widely distributed.



GOLD COLLAR SPONSORSHIP CONTINUED

WALK DAY

- 1,200 Walk T-Shirts: company name or logo printed in prominent location
- Premier placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 20'x10' tent, three 6' tables, six chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card
- Logo or name on one tee sign on the Walk route

POST WALK

- Recognition as sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- First right of refusal for Walk for the Animals 2024



SILVER COLLAR SPONSORSHIP \$10,000

PRE WALK

- Logo or name on 30,000 Walk Brochures, 10,000 Save the Date Cards, 10,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as a sponsor in all press releases
- Logo or name on all newspaper print ads (to be secured)
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on two Walk for the Animals banners: one displayed at the shelter and the second at a high traffic location (to be determined) prior to Walk Day
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Logo or name, sponsor level and link on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. One video and five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Logo or name created as a GIF to post on HSBC social media spots
- Twelve social media spots from September through March
 - Two Instagram Story Highlights
 - Two Instagram Reels
 - One Instagram Feed Post
 - Two Facebook Story Highlights
 - Two Facebook Reels
 - One Facebook Feed Post
 - One TikTok Video
 - One LinkedIn Feed Post

The Silver Collar Sponsorship promotes your company before, during and after the Walk and includes recognition on marketing materials.



SILVER COLLAR SPONSORSHIP

(CONTINUED)

WALK DAY

- 1,200 Walk T-Shirts: company name or logo printed in prominent location
- Placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card
- Logo or name on one tee sign on the Walk route

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- First right of refusal for Walk for the Animals 2024

OFFICIAL AUTOMOBILE SPONSORSHIP \$10,000

(1 SPONSORSHIP AVAILABLE)

The Official Automobile Sponsorship allows your company to do joint promotions with the Humane Society of Broward County leading up to the Walk and start off the Walk with your Pace Car.

AUTOMOBILE SPONSOR RECEIVES EVERYTHING LISTED UNDER THE SILVER COLLAR SPONSORSHIP IN ADDITION TO...

PRE WALK

- One advertised on-site adoption event at the dealership scheduled prior to the Walk date
- Joint promotion at two major adoption events at the shelter with the opportunity to park a vehicle at the shelter in a high-traffic area and supported marketing
- Two additional social media spots: one TikTok Video and one Twitter Feed Post

WALK DAY

- Upgraded sponsor booth on Walk Day: 20' x 10' tent, three 6' tables, six chairs and a booth banner
- Two cars displayed at the Walk plus one car at the start line as the Official Pace Car

PACK SPONSOR \$7,500

(1 SPONSORSHIP AVAILABLE)

Our Packs, or teams, are another important part of our Walk for the Animals. This sponsorship helps provide them with the materials our teams need while promoting your company.

PRE WALK

- Logo or name on 30,000 Walk Brochures, 10,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Walk Wednesday Sponsor Highlight including a video of a “pet of the week” highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as a sponsor in press releases
- Logo or name on newspaper print ads (to be secured)
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on two Walk for the Animals banners: one displayed at the shelter and the second at a high traffic location (to be determined) prior to Walk Day
- Logo on Walk4theAnimals.com with link to company’s home page
- Opportunity to insert company provided item into 1,500 S’Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company’s website. Virtual Vendor Village will be active from September through Walk Day.
- Logo or name created as a GIF to post on HSBC social media spots
- Ten social media spots from September through March
 - Two Instagram Story Highlights
 - One Instagram Reel
 - One Instagram Feed Post
 - Two Facebook Story Highlights
 - One Facebook Reel
 - One TikTok Video
 - Two LinkedIn Feed Posts



PACK SPONSOR \$7,500

(CONTINUED)

PRE WALK PACK SPONSOR EXCLUSIVE

- Logo on Pack Prize distributed to all qualifying Pack members *(if sponsorship is secured by 12/1/2022)*
- Logo or name in Pack Guide distributed to all Pack (team) Leaders and presented to major corporations in Broward County
- Recognition in Pack-Related Social Media Spots
- Poster or signage at all Pack Presentations
- Recognition at in-person and video Pack Presentations

WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card



WALK DAY PACK SPONSOR EXCLUSIVE

- Signage at Pack Photo location
- Logo on Pack Awards presented to the top three Packs on main stage
- Sponsor provided video to play on Pack Check-In pin on the Virtual Vendor Village

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)

SOCIAL MEDIA SPONSOR \$7,500

(1 SPONSORSHIP AVAILABLE)

We have extensive social media marketing pre and post Walk to promote the event and to keep the public informed.

PRE WALK

- Logo or name on 30,000 Walk Brochures, 10,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Walk Wednesday Sponsor Highlight including a video of a “pet of the week” highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as a sponsor in press releases
- Logo or name on newspaper print ads (to be secured)
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on two Walk for the Animals banners: one displayed at the shelter and the second at a high traffic location (to be determined) prior to Walk Day
- Logo on Walk4theAnimals.com with link to company’s home page
- Opportunity to insert company provided item into 1,500 S’Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company’s website. Virtual Vendor Village will be active from September through Walk Day.

PRE WALK SOCIAL MEDIA SPONSOR EXCLUSIVE

- Logo or name created as a GIF to post on HSBC social media spots
- Twelve social media spots from September through March
 - Two Instagram Story Highlights
 - One Instagram Reel
 - One Instagram Feed Post
 - Two Facebook Story Highlights
 - One Facebook Reel
 - One Facebook Live Video
 - One Facebook Feed Post
 - One LinkedIn Feed Post
 - One TikTok Video
 - One Twitter Feed Post
- Logo or name included on Walk social media paid ads
- Logo or name on Walk for the Animals downloadable social graphics
- Recognition on all social media contests, challenges and giveaways (to be secured)

SOCIAL MEDIA SPONSOR \$7,500

(CONTINUED)

WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

WALK DAY SOCIAL MEDIA SPONSOR EXCLUSIVE

- Logo included on Walk Instagram filter
- Walk Instagram stickers with your logo to be included on patrons Instagram story highlights
- Logo or name included on an Instagram and Facebook Live Video on Walk Day
- Sponsor provided video to play on Photo Booth pin on the Virtual Vendor Village and link to downloadable social images and example of filter patrons can use on Walk Day

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)



WALK SPONSORSHIPS AT A GLANCE

Please see full sponsorship descriptions for complete details.

		PLATINUM COLLAR	GOLD COLLAR	AUTOMOBILE	SILVER COLLAR	ALL	ALL
		\$25,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000
PRE-WALK	Title Sponsor Logo						
	Brochures						
	Save the Date Cards						
	Pre-Brochures						
	Posters						
	Go-Home Flyer						
	Pre-Event Recognition						
	Facebook-Logo & Link						
	eBlast Inclusion						
	Walk4theAnimals.com						
	Walk Wednesday						
	Walk Wednesday Video Spotlight						
	Paw Prints Publication						
	Press Releases						
	TV/Radio PSA's						
	Newspaper						
	HSBC Lobby						
	Shelter Banners						
	S'Wag Bag						
	Adoption Event						
GIF							
Social Media Recognition							
WALK DAY	T-Shirt						
	Baseball Cap						
	Stage Banner						
	Sponsor Booth/Banner						
	Virtual Vendor Village						
	Draws for Paws						
	Virtual Scavenger Hunt						
	Punch Card						
	Stage Award						
	Tee-Sign on Walk Route						
POST-WALK	Press Releases						
	Paw Prints Publication						
	Social Media Recognition						
	Yappy Hour						
	Snuggle Visit						
2024 First Right of Refusal							

WALK SPONSORSHIPS AT A GLANCE

Please see full sponsorship descriptions for complete details.

	ALL	ALL	ALL	FURRY FRIEND	BONE BOUTIQUE	S'WAG BAG
	\$4,000	\$3,000	\$2,500	\$2,000	\$1,000	\$500
Title Sponsor Logo						
Brochures						
Save the Date Cards						
Pre-Brochures						
Posters						
Go-Home Flyer						
Pre-Event Recognition						
Facebook-Logo & Link						
eBlast Inclusion						
Walk4theAnimals.com						
Walk Wednesday						
Walk Wednesday Video Spotlight						
Paw Prints Publication						
Press Releases						
TV/Radio PSA's						
Newspaper						
HSBC Lobby						
Shelter Banners						
S'Wag Bag						
Adoption Event						
GIF						
Social Media Recognition						
T-Shirt						
Baseball Cap						
Stage Banner						
Sponsor Booth/Banner						
Virtual Vendor Village						
Draws for Paws						
Virtual Scavenger Hunt						
Punch Card						
Stage Award						
Tee-Sign on Walk Route						
Press Releases						
Paw Prints Publication						
Social Media Recognition						
Yappy Hour						
Snuggle Visit						
2024 First Right of Refusal						

\$5,000 SPONSORSHIPS

WE WELCOME THREE DIFFERENT SPONSORS AT THIS LEVEL:

KIDS ZONE SPONSOR (1 SPONSORSHIP AVAILABLE)

Kids Zone is a popular area at the Walk. It may include face painters, animal balloons, and other kid friendly activities and lots of fun for kids of all ages.

- Logo or name on a Kids Zone banner displayed on the tent
- Logo on all promotions of the Kids Zone on the Walk website, social media and print
- Your sponsor booth will be placed adjacent to the Kids Zone
- Logo or name on the virtual Kids Zone section on Walk4theAnimals.com. This is a highly visited webpage that includes educational videos and downloadable activities.
- Logo or name on all downloadable Kids Zone activities
- Logo or name included on the Kids Zone pin on the Walk for the Animals interactive Virtual Vendor Village

DRAWS FOR PAWS SPONSOR (1 SPONSORSHIP AVAILABLE)

Our online auction has become a popular way to win fabulous prizes on Walk Day

- Logo or name on all Draws for Paws gift certificate envelopes
- Logo or name on Draws for Paws banner displayed on the tent
- Logo or name on online Draws for Paws auction website. Logo or name will be placed in between auction items listed on the website.
- Logo on a button worn by Draws for Paws volunteers to assist Walkers registering and bidding on Walk Day

CHILL ZONE SPONSOR (1 SPONSORSHIP AVAILABLE)

A NEW location on Walk Day where walkers and their dogs can cool off. Hang out and cool off at our Chill Zone.

- Logo or name on Chill Zone banner displayed on the tent
- Chill Zone tent placed in high traffic location on Walk Day
- Designated “Chill Zone” t-shirts worn by two volunteers as they welcome guests to the tent
- Logo or name on all Chill Zone promotions on social media and websites

\$5,000 SPONSORSHIPS

(CONTINUED)

ALL \$5,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

PRE WALK

- Logo or name on 30,000 Walk Brochures, 10,000 Walk Pre-Brochures and 1,000 posters
- Recognition at Walk Pre-Events from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)
- Recognition as a sponsor in press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Eight social media spots from September through March
 - Two Instagram Story Highlights
 - One Instagram Reel
 - Two Facebook Story Highlights
 - One Facebook Reel
 - One Facebook Feed Post
 - One TikTok Video

WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)

\$4,000 SPONSORSHIPS

WE WELCOME THREE DIFFERENT SPONSORS AT THIS LEVEL:

ANIMAL FIRST AID (1 SPONSORSHIP AVAILABLE)

Our Animal First Aid team roves all around the Walk and on the Walk route to ensure there are no dogs in distress. You'll recognize them by their brightly colored first aid shirts.

- Logo or name on a banner at our mobile first aid unit
- Logo or name on Animal First Aid shirts worn by ten of our veterinary staff
- Logo or name on any mention of our Animal First Aid team on social media posts

REGISTRATION SPONSOR (1 SPONSORSHIP AVAILABLE)

Most people stop by the busy registration area when they arrive at the Walk

- Banner at the entrance to registration
- Logo or name on registration forms that guests fill out at registration tables
- Logo or name at pre-registration location at the HSBC. Signage will be seen by Walkers picking up their S'Wag Bag goodies.
- Logo or name included on the Individual Check-In pin on the Walk for the Animals interactive Virtual Vendor Village

PHOTOGRAPHY SPONSOR (1 SPONSORSHIP AVAILABLE)

Our photo booth is one our most popular booths on Walk Day! You'll see thousands of people and their dogs being photographed.

- Logo on a button worn by at least 10 of our roving event photographers
- Logo or name included on the photo album HSBC will upload post Walk
- Logo or name on photo booth signage
- Sponsor booth placed adjacent to the photo booth



\$4,000 SPONSORSHIPS

(CONTINUED)

ALL \$4,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

PRE WALK

- Logo or name on 30,000 Walk Brochures and 10,000 Walk Pre-Brochures
- Recognition at Walk Pre-Events from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Six social media spots from September through March: two Instagram story highlights, one Instagram feed post, one Facebook story highlight, one Facebook feed post and one TikTok video

WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Logo or name on online Draws for Paws auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)



\$3,000 SPONSORSHIPS

WE WELCOME SEVEN DIFFERENT SPONSORS AT THIS LEVEL:

WATER STOP SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on banners placed along the Walk route at two water stops

TOP FUNDRAISER SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on the Top Fundraisers banner located at the stage on Walk Day
- Logo or name included in Top Fundraisers recognition posts on social media and Walk website

DOG WATER TENT SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on banner displayed at the popular Dog Water tent where dogs can enjoy a dip in the pools

START LINE SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on two feather flags placed at the Walk's Start Line
- Logo included on the start sign on the Walk for the Animals interactive Virtual Vendor Village

FINISH LINE SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on a banner at the Walk's Finish Line
- Logo included on the finish sign on the Walk for the Animals interactive Virtual Vendor Village

CHEER TEAM SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on a minimum of 10 pennant flags waved by our Cheer Team at the Start and Finish Lines
- Name included in cheer message when Walkers are invited to walk the Walk in their own neighborhood or at Las Olas Intracoastal Promenade Park

ENTERTAINMENT SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo or name on a banner displayed on the stage
- Name will be mentioned a minimum of five times from the emcees or DJ

\$3,000 SPONSORSHIPS

(CONTINUED)

ALL \$3,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

PRE WALK

- Logo or name on 30,000 Walk Brochures and 10,000 Walk Pre-Brochures
- Recognition at Walk Pre-Events from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Five social media spots from September through March: two Instagram story highlights, two Facebook story highlights and one Facebook feed post

WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)



\$2,500 SPONSORSHIPS

WE WELCOME SIX DIFFERENT SPONSORS AT THIS LEVEL:

S'WAG BAG SPONSOR (1 SPONSORSHIP AVAILABLE)

A banner with your company name or logo displayed at the busy S'Wag Bag tent

GOLF CART SPONSOR (1 SPONSORSHIP AVAILABLE)

Your logo or name on signs on 3 roving golf carts

PET BOUTIQUE SPONSOR (1 SPONSORSHIP AVAILABLE)

A banner with your company name or logo at the popular HSBC Pet Boutique booth

TECHNOLOGY SPONSOR (1 SPONSORSHIP AVAILABLE)

A banner with your name or logo prominently displayed above the entrance to our Data input area, plus on four table tents at tables outside of registration

PUPPY PATROL SPONSOR (1 SPONSORSHIP AVAILABLE)

Your name or logo on Puppy Patrol vests worn by a minimum of 20 volunteers who walk around the park and on the Walk route making sure our paths are clean and picked up

RUNNER SPONSOR (1 SPONSORSHIP AVAILABLE)

Your name or logo on a button worn by 10 runners who deliver information within all Walk areas

ALL \$2,500 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

PRE WALK

- Logo or name on 30,000 Walk Brochures
- Recognition at Walk Pre-Events from September through March
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Four social media spots from September through March: two Instagram story highlights, one Facebook story highlight and one Facebook feed post

\$2,500 SPONSORSHIPS

(CONTINUED)

WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)

\$2,000 FURRY FRIEND SPONSORSHIP

PRE WALK

- Logo or name on 30,000 Walk Brochures
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Designated pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. Five photos of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Two social media spots from September through March: one Instagram story highlight and one Facebook story highlight

WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Included on the Walk for the Animals virtual scavenger hunt
- Included on the Walk for the Animals in-person punch card

POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 18,000 per newsletter)

\$1,000 BONE BOUTIQUE SPONSORSHIP

BONE BOUTIQUE IS A ONE-STOP-SHOP FOR OUR VENDORS

- All Bone Boutique sponsors will be listed under the pink bone pin on the Walk for the Animals interactive Virtual Vendor Village. Content of your choice to be included when attendees click on your business. One photo of your choosing, description of business and link to your company's website. Virtual Vendor Village will be active from September through Walk Day.
- Opportunity to insert company provided item into 1,500 S'Wag Bags distributed to Walkers
- Website recognition and link to your company's home page
- Logo or name on two tee signs on the Walk route
- One Facebook story highlight

\$500 S'WAG BAG INSERT

- Do you want to reach over 1,500 people? We will insert an item, provided by you, into 1,500 S'Wag Bags that are distributed at pre-registration and at the Walk for the Animals. The item will be your choice and can be a branded item, brochure, coupon, pamphlet or any other item that will fit into our bags.
- One Instagram story highlight



THINGS TO KNOW

1. Sponsors are present at the Walk for the purpose of company promotion.
2. Sponsors do not sell products on Walk Day but are welcome to collect names and promote or solicit on Walk Day and post-Walk.
3. Sponsors agree to have their booth set up by 7:30am on Walk Day and to stay for the duration of the event.
4. Breakdown of sponsor booth cannot commence prior to noon on Walk Day.
5. Sponsors cannot promote or partner with other companies or organizations at their booth without prior written acknowledgement from the Humane Society of Broward County.
6. Sponsors cannot promote items or services that directly conflict with the mission and practices of the Humane Society of Broward County.
7. As COVID-19 continues to impact our community, the Humane Society of Broward County needs your help now, more than ever before. This unforeseen circumstance has reminded us that connection and advocacy within the community is crucial. We are still aware that Walkers may not attend in-person. We have included interactive ways to keep the same involvement and excitement as an in-person event for those who wish to participate virtually.
8. We want to ensure that you are receiving the most current information for your Walk Day plans. Please visit Walk4theAnimals.com for any additional updates.

WALK DAY SCHEDULE

8:00AM: REGISTRATION OPENS

10:00AM: WALK BEGINS

12:00PM: EVENT CLOSES

There are lots of things to do and see during the event including visiting sponsor booths, entertainment, games, prize drawings and more.

The Humane Society of Broward County is making every effort to put precautions in place to protect our patrons, staff, volunteers and animals due to the COVID-19 virus.

Due to the uncertainty of this virus, we reserve the right to make changes to our sponsorship packages if we feel it is necessary to avoid putting anyone at potential risk of exposure or danger of any kind. We respect and appreciate our sponsors, and ask for your understanding as we prioritize safety for all involved.

FORM A WALK PACK!

Make the Walk exciting for your employees, co-workers, family and friends by joining together to form a Pack. Invite people of all ages to be a part of this event while promoting team building and philanthropy.

A Walk Pack is a team made up of two or more people who join together to raise money for the animals. Any amount raised is appreciated and incentives are awarded at designated monetary levels.

Raising money as a group also has additional incentives. When teams reach official Pack Status of \$1,500 or more collectively, Pack Perks are awarded and include:

- Pack photo taken at the Walk for the Animals
- Entry into special prize drawings for all Pack members
- A Pack Prize awarded to each member of the team
- A custom sign to carry with you at the Walk with your name and logo

The more your Pack members earn, the more incentives they'll receive!

Businesses that form a Pack have found it to be a great way to display community involvement; something that many customers look for when choosing where to do business. Our loyal patrons will also see your dedication when you proudly display your sign on Walk Day.

It's easy to begin. Designate one person as the Pack Leader and have them register at Walk4theAnimals.com. After that, others can register and join the Pack. We offer fundraising seminars at your place of business or at our shelter for those who would like to learn a little more about our organization, our Walk and learn some great fundraising ideas for you and your team. Everyone is welcome to attend.

For more information on forming a Pack, visit Walk4theAnimals.com. You can also email info@Walk4theAnimals.com or call 954-266-6817.



WALK TESTIMONIALS



“The Walk event is something we look forward to every year; not only do we have a tremendous amount of fun but we also get to help out the animals that so desperately need it. It is a true honor to be a partner with the Humane Society of Broward County for over 20 years.”

- Terri Nicholson, Hospital Manager-VCA Rock Creek Animal Hospital #329



“As a VCA Animal Hospital associate, our partnership with The Humane Society of Broward County is rewarding in many ways. Most of all, it is very satisfying to provide each new canine or feline adoptee some basic health care at no charge to the new pet parent. In doing so, we are taking part in giving a once vulnerable animal a great start to a healthy and happy life. In addition, VCA loves to participate in and celebrate the Walk for the Animals each and every year. To me, that is what community is all about; coming together and working together to do good. Having so much fun at the same time is just a bonus!”

- Mark Thomas, Hospital Manager-VCA Hillsboro Animal Hospital #324



“At Chewy, we’re passionate about supporting animals and making a positive impact in communities across the country. Humane Society of Broward County’s Walk for the Animals event creates an opportunity to celebrate all of the employees and volunteers that work tirelessly to give our furry friends a happy and healthy life leading up to adoption.”

- Chewy.com



“Veterinary Eye Institute has sponsored and participated in the Walk for the Animals since 2018. We are proud to support The Humane Society of Broward County and its amazing staff and volunteers as they continue to help improve our community. They offer shelter and adoption services that allow rescue pets the chance to find their forever homes and help to educate children and adults on how to care for and have empathy for animals through their educational programs. Their unwavering loyalty to the animals and support for our community is the reason we will always walk for the animals.”

- Dr. Dylan Buss for Veterinary Eye Institute

A LOOK BACK AT 2022



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*DECEASED



OUR MISSION STATEMENT

Advocating for and improving the lives of animals by providing adoptions, community services, and education.

HUMANE SOCIETY OF BROWARD COUNTY

2070 Griffin Road, Fort Lauderdale, FL 33312

info@Walk4theAnimals.com—Walk4theAnimals.com

954-266-6817—HumaneBroward.com