

Kentucky   
Humane Society™  

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Lifelong Friends

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SPONSORSHIP  
OPPORTUNITIES



## Tuxes & Tails Gala

Held in August, Tuxes & Tails is one of Louisville's signature galas, featuring dinner, dancing, games, silent and live auctions and adoptable animals.



## Waggin' Trail Festival for the Animals

Held in May at Louisville Slugger Field, this popular festival is pet friendly.

## Pars for Pets

In October, we hit the golf links at the prestigious Big Spring Country Club in Louisville.



## Pet Calendar Contest

Our annual photo contest is open to anyone who submits a photo of their adorable pet.

**Signature sponsorships available.  
We are happy to create customized sponsorship opportunities as well.**



# Tuxes and Tails Gala

**Saturday, August 13, 2022**

Tuxes and Tails Gala is our signature fundraising gala and auction. The event features appetizers, open bar, silent and live auctions, dinner, music, fun games and of course, adorable adoptable animals.

Your sponsorship of this special evening for the animals will ensure a truly unforgettable experience for guests – and generate valuable exposure for your business and brand to a targeted audience of more than 450 high-level donors. There are several sponsorship opportunities at a variety of levels. We are happy to create customized sponsorship opportunities as well. We kindly accept in-kind donations for our live and silent auction!

**\$15,000 Dinner Sponsor**

**\$10,000 Platinum Sponsor**

**\$5,000 Gold Sponsor**

**\$2,500 Silver Sponsor**

**\$2,000 Bronze Sponsor**





# Waggin' Trail Festival for the Animals

**Sunday, May 22, 2022**

Waggin' Trail Festival for the Animals is celebrating its 28th year on Sunday, May 22 at Louisville Slugger Field. This signature event swings for the fences every year and has raised more than \$1 million for the lifesaving mission programs of KHS. Waggin' Trail Festival for the Animals is the largest animal-centered festival in the area, drawing more than 1,500 human and canine attendees. This action-packed fundraiser offers sponsors a unique opportunity to reach families, animal lovers, and local consumers who care about our community and its animals.

Multiple levels of sponsorships are available and we are happy to customize each opportunity to meet your unique marketing needs. Whether you're a national, regional, or local business, rescue or non-profit, we hope you'll step up to the plate and join the fun! Become a Waggin' Trail Festival for the Animals sponsor today and increase your exposure to the animal lovers, pet owners, and families who support KHS!

**\$10,000 Best in Show**

**\$5,000 Pack Leader**

**\$3,000 Whisker Warrior**

**\$2,000 Horse Hero**

**\$1,000 Pet Patrol**



# Pars for Pets

**Monday, October 10, 2022**

Our 2022 Pars for Pets takes place October 10 at the prestigious championship-style Big Spring Country Club in Louisville. Foursomes will enjoy lunch, complimentary beverages on the course, contest, prizes, cocktail reception and visits with shelter pets. Sponsors of this exclusive event enjoy an array of benefits including golf privileges, signage recognition and promotional materials distributed to guests.

**\$10,000 Title Sponsor**

**\$7,500 Platinum Sponsor**

**\$5,000 Lunch Sponsor**

**\$5,000 Gold Sponsor**

**\$2,500 Silver Sponsor**

**\$1,500 Cocktail Sponsor**

**\$1,000 Foursome**

**\$300 Hole Sponsor**



# Pet Calendar Contest

**Sponsor Deadline September 1, 2022**

For a donation of \$25 per photo submission, this friendly contest is open to anyone interested in submitting a picture of their adorable animal. Photos are collected June-August and 11 winners and 24 runners-up are selected. Over 8,000 calendars are distributed to KHS supporters and are sold online, at KHS locations and Feeders Supply stores. Sponsors have their logos and information about their business in the calendar.

**\$5,000 Presenting Sponsor**

**\$2,500 Ani-model Sponsor**



# ABOUT KHS

The Kentucky Humane Society is a champion for companion animals. Through leadership, education and proactive solutions, we are creating more compassionate communities. Founded in 1884, KHS is the oldest and largest animal welfare agency in the state thanks to private supporters. As the area's number one resource for pets and pet services, KHS is dedicated to improving the welfare of companion animals.

## Partner Perks = Expanding Your Marketing and Media Reach

Event sponsorships are designed to help YOU and your company increase visibility in the Kentuckiana area. If you want to endear more customers, like our amazingly loyal supporters, to your organization, let's explore ways we can work together!

KHS has an impressive social media reach with an active and engaged following. We have more than 153,000 Facebook followers, 35,000 Instagram followers, and 19,000 Twitter followers. We also partner with local television and broadcast outlets and our events are regularly covered and advertised in local and regional print publications. In addition, the KHS Paw Street Journal is sent to 18,500 households and our Kennel Chronicles newsletter is sent to 75,000 subscribers.





# Additional Opportunities

## Cause Related Marketing Events (CRMs)

Whether you own a business or want to help the Kentucky Humane Society on an individual level, hosting a fundraiser is a great way to raise awareness of the organization while at the same time raising much-needed funds to support our life-saving mission.

## Volunteer Program Sponsorships

Volunteers are essential to our shelter as they provide daily exercise and socialization to our animals. At their core, they are driven by advocacy and support for the mission. Sponsoring the volunteer program allows your company to reach 600+ volunteers annually and includes opportunities for logos on our exclusive volunteer shirts that are sold throughout the calendar year. We have several sponsorship opportunities to support our robust volunteer program such as our annual T-shirt sponsor or volunteer of the month sponsorship.



# Did You Know...

For more than 130 years, the Kentucky Humane Society has provided shelter, food and medical care for homeless animals. Thanks to donations, we're making Kentucky a better place for our four-legged friends and the people who love them.

- KHS is Louisville's favorite place to adopt an animal. Last year, we found loving homes for over 5,500 dogs, cats and horses. But we do more than you probably think!
- The spay/neuter experts at our S.N.I.P. Clinic provide high-quality, low-cost surgeries to 10,000 local dogs and cats a year.
- The KHS Pet Help Line, 502-509-4738, provides free counseling to pet owners, helping them keep their animals happy and in their homes.
- Our positive trainers offer dog training classes and in-home private training to help your dog be the best dog he can be.
- KHS' Eastpoint and Fern Creek Pet Resorts pamper owned pets with overnight lodging, grooming and daycare. Plus proceeds benefit shelter pets.
- Our Equine C.A.R.E. (connect, assist, rescue and educate) program rescues Kentucky's at-risk horses and horses in transition, readying them for new careers and families.
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Learn more about KHS at [kyhumane.org](http://kyhumane.org) or follow us [@kyhumane](https://www.instagram.com/kyhumane).





# Thank You!

KHS is happy to create a customized plan to enhance your company's visibility and expand your marketing reach. Thank you for your consideration of partnering with one of the most beloved charities in the region. By helping celebrate the special bond we share with animals, your support will improve the lives of pets and the people who care for them.

**For more information please contact:**

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