

Kentucky Humane Society™

Lifelong Friends

2024 Sponsorship Opportunities



Signature KHS Events

Waggin' Tail on the Waterfront

Held in June at Waterfront Park's Festival Plaza, this popular festival is pet friendly and has activities for guests of all ages.



Tuxes & Tails Gala

Held in August, Tuxes & Tails Gala is one of Louisville's signature events. Enjoy an evening with dinner, a complimentary bar, dancing, raffles, silent and live auctions and adorable adoptable animals.



Pars for Pets

Take a swing for shelter pets in October and enjoy a day of golf, lunch, contests and a cocktail reception.



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

Waggin' Tail on the Waterfront

Sunday, June 2, 2024
Waterfront Park's Festival Plaza

Since its origin, Waggin' Tail has successfully generated over \$1 million in support of KHS's life-saving mission programs, and our goal for 2024 is to raise \$100,000! Waggin' Tail on the Waterfront is a dog-friendly festival that brings neighbors, families, and their beloved dogs together for a day of pure canine delight. Attendees can shop at vendor booths, enjoy live music, savor delicious food and drinks from local vendors, and take in the picturesque Waterfront Park scenery. Sponsoring this event brings high visibility for 1,000+ humans and their animals in the Kentucky community.

Sponsorship Levels

\$15,000 Platinum Collar Sponsor

\$10,000 Emerald Collar Sponsor

\$5,000 Gold Collar Sponsor

\$2,500 Silver Collar Sponsor

\$1,000 Bronze Collar Sponsor



Tuxes & Tails Gala

Saturday, August 10, 2024
Louisville Marriott Downtown

Tuxes and Tails Gala is our signature fundraising gala and auction. The event features appetizers, an 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 500 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!

Sponsorship Levels

\$20,000 Presenting Sponsor

\$15,000 Signature Sponsor

\$15,000 Dinner Sponsor

\$10,000 Emerald Sponsor

\$5,000 Gold Sponsor

\$3,000 Silver Sponsor

\$2,000 Bronze (Table) Sponsor



Pars for Pets

Monday, October 14, 2024
University of Louisville Golf Club

Our 2024 Pars for Pets golf scramble is on October 14 at the University of Louisville Golf Club. Pars for Pets is the Kentucky Humane Society's annual charity golf scramble. Foursomes enjoy a day of golf, games, and giving. During lunch and the cocktail reception, golfers enjoy fantastic raffle prizes, with proceeds benefiting animals in need. Throughout the course, there are various games that make every hole a new adventure. Sponsoring Pars for Pets offers your business and brand a visibility to a focused audience of over 100 influential donors.



Sponsorship Levels

- \$7,500** Title Sponsor
- \$5,000** Lunch Sponsor
- \$5,000** Gold Sponsor
- \$3,500** Cocktail Reception Sponsor
- \$2,500** Silver Sponsor
- \$1,000** Foursome
- \$200** Hole Sponsor



Additional Sponsorship Opportunities

Pet Calendar Contest

For a donation per photo submission, this contest is open to anyone interested in submitting a picture of their adorable animal. Photos are collected June-August and 11 winners and 36 runners-up are selected. Over 8,000 calendars are distributed to KHS supporters and are sold online, at KHS locations and Feeders Pet Supply stores. A sponsor's logo and business information is included in the calendar.

Sponsorship Levels

\$5,000 Gold Sponsor

\$2,500 Silver Sponsor



Bark & Brunch

We are thrilled to partner with Waterfront Park to welcome back a favorite Sunday tradition, Bark & Brunch! Along with other vendors and rescues in the area, KHS will have a presence at the location, offering complimentary giveaways, merchandise designed to captivate the hearts of animal enthusiasts and KHS puppies on specific dates. Supporting this event offers significant visibility to more than 500 individuals and their pets, along with promotion to the extensive population at Waterfront Park.

Sponsorship Levels

\$5,000 Gold Sponsor

\$2,500 Silver Sponsor

\$1,000 Bronze Sponsor



Volunteer Engagement Program

Over 500 volunteers play a crucial role in our mission to provide care, shelter, and love to animals in need. Your sponsorship would enhance our training, support, and resources for these passionate volunteers, allowing us to continue our vital work in animal welfare. Volunteer and Pet of the Month sponsorship recognizes our Volunteer of the Month while promoting an adoptable KHS pet, with your business recognized as a sponsor for the program across our social media pages and featured on a monthly website blog. Sponsoring the T-shirt entails showcasing your company logo on the annual volunteer shirt, which will also be included in shirt sales to 1,100+ constituents.

Sponsorship Levels

\$1,500 Volunteer and Pet of the Month Sponsorship

\$1,000 Volunteer T-Shirt Sponsorship





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 = Expand 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 reach more customers, like our loyal supporters, 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 169,000 Facebook followers, 39,000 Instagram followers, 36,000 TikTok 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 over 80,000 subscribers.



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 lifesaving mission.

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 nearly 6,000 dogs, cats and horses. But we do more than you probably think!
- The spay/neuter experts at our S.N.I.P. Clinic have provided high-quality, low-cost surgeries to 155,000+ dogs and cats since opening in 2007.
- Our CARE-a-van mobile veterinary clinic brings low-cost basic veterinary care to pet owners in Louisville and rural counties.
- Our positive trainers offer dog training classes and in-home private training to help your dog be the best dog he/she can be.
- The KHS Pet Resource Counselors provide free advice for common behavior problems and help families connect with local resources.
- 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 horses in transition, readying them for new careers and families.

Learn more about KHS at kyhumane.org or follow us @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 considering partnership 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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