

# 2024 SPONSOR PACKET

SATURDAY, FEBRUARY 3, 2024

REGISTRATION: 7:30AM WALK: 9:00AM

LAS OLAS INTRACOASTAL PROMENADE PARK



COVER PHOTO: ANNI PROUDLY  
REPRESENTS THE WALK FOR THE  
ANIMALS AS OUR 2024 COVER DOG.

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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** over 4,430 animals placed into homes in 2022

**EDUCATION PROGRAMS** reach over 150,000 children and adults and teach care and respect for animals

**LOW COST VACCINES** offered to the public

**PET LOSS AND GRIEVING SERVICES** run by certified counselors

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

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

**BEHAVIOR TRAINING** use only positive methods in group or individual settings

**VOLUNTEER SERVICES** over 600 dedicated volunteers donating their time to help our shelter thrive

**SURRENDER PREVENTION** help people 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 2023, over 3,000 enthusiastic people and more than 2,000 wagging tails graced downtown Fort Lauderdale's Las Olas Intracoastal Promenade Park, raising a net total of over \$485,000 to directly benefit the homeless animals and our shelter programs.

Now in its 34th 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 on the water at 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% of sponsors 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



# 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.

# SOCIAL MEDIA

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

- Visitors on HumaneBroward.com: 50,000 users per month
- Facebook Promotion (@browardhumane): over 228,000 Fans
- Instagram (@HumaneBroward): over 140,000 Followers
- TikTok (@HumaneBroward): over 1,000,000 Followers
- Twitter (@HumaneBroward): over 2,400 Followers
- Blog Email: Over 16,000 Recipients

Please see screenshots below of HSBC's insights on Facebook feed posts and videos. Even though we have over 228,000 fans, our engagement reaches far beyond that number!

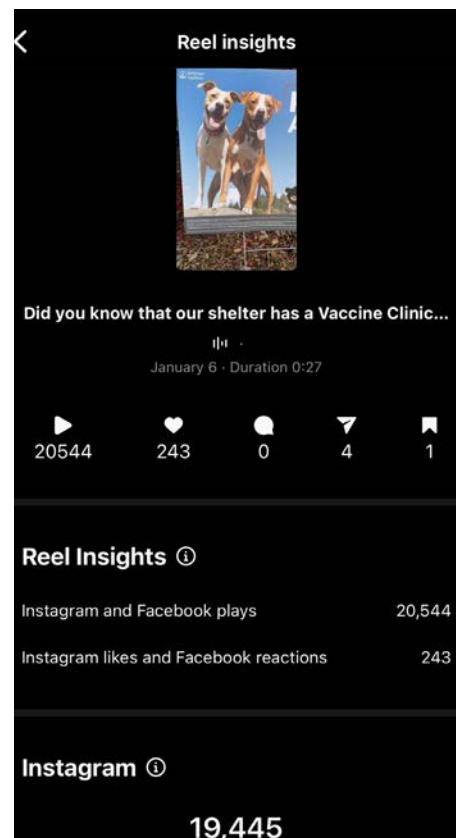
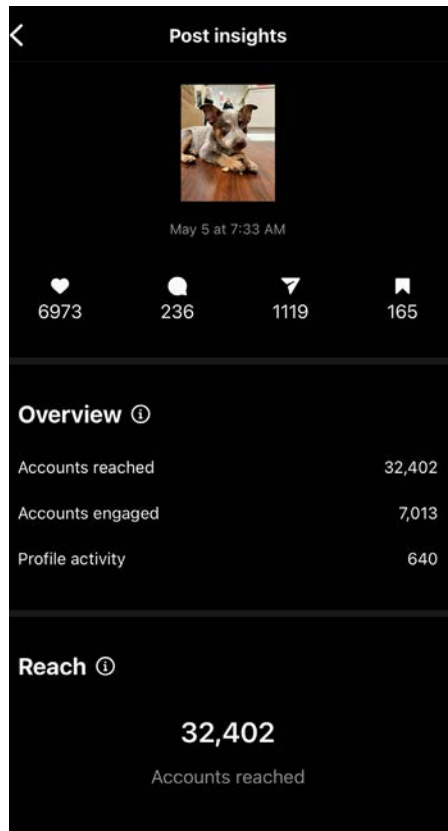
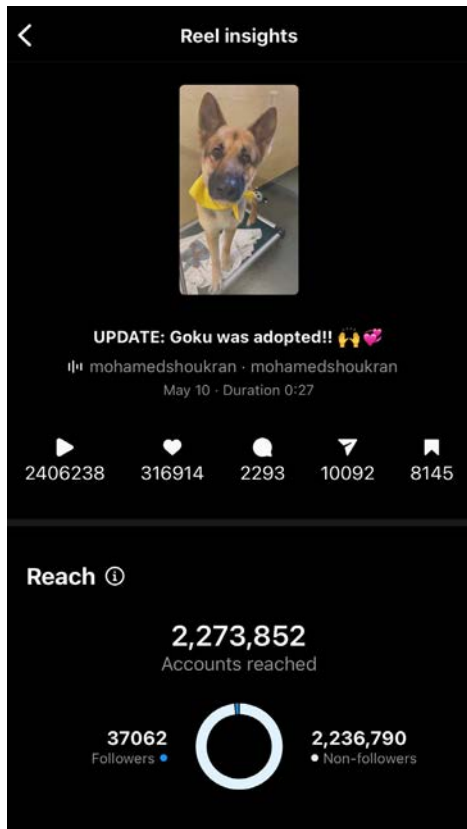


Platform	Post Date	Reach	Impressions	Plays	Post Reactions, Comments, and Shares	Minutes Viewed	Average Minutes Viewed
Facebook	Monday, April 17, 2023 at 4:57 PM	555.4K	432.2K	1.7K	14.7K	23.4K	5
Instagram	Saturday, February 4, 2023 at 4:17 PM	23,368	238	23,368	238	14,694	00:04
TikTok	Friday, 8:27am	7.7K	159	7	63	5.5K	153
Facebook	Saturday, May 6, 2023 at 12:41 PM	5,544	5,568	229	163	199	134

# 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.



# 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 Walk Day
- 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 Walk Day
- 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
- Opportunity to insert company-provided item into 2,000 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.





# 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 January
  - 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, 2024 to September 20, 2024. 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 2025

# 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 Walk Day
- Recognition on all Walk eblasts from September through January
- 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 2,000 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
- Sixteen social media spots from September through January
  - 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 2025



# 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 January
- 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 2,000 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 January
  - 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 2025

## 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

- Two cars displayed at the Walk plus one car at the start line as the Official Pace Car

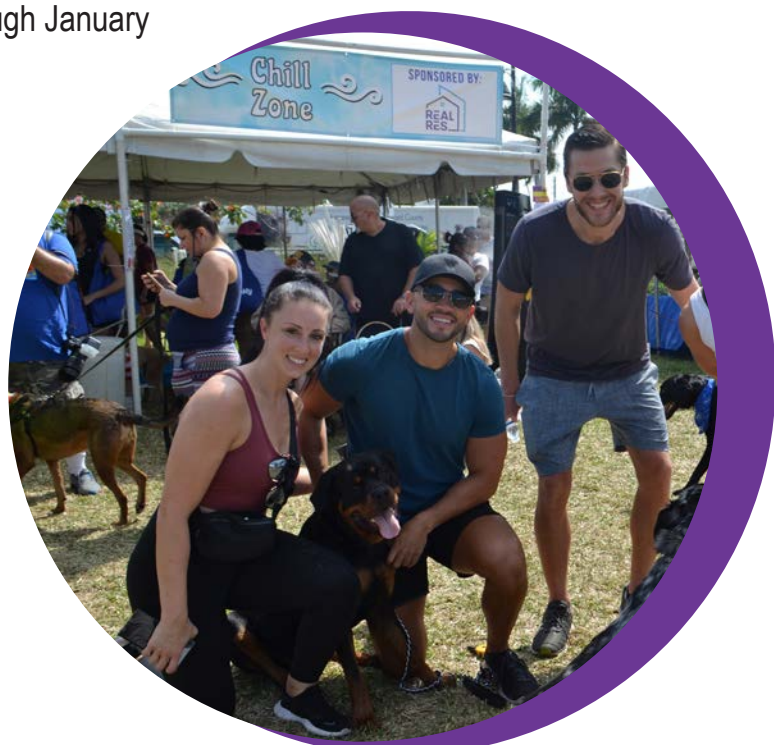
# CHILL ZONE SPONSOR \$7,500

(3 SPONSORSHIPS AVAILABLE)

The most popular location on Walk Day where Walkers and their dogs can hang out and cool off at our multiple Chill Zone stations.

## 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 January
- 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 2,000 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 January
  - 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



# CHILL ZONE 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 CHILL ZONE SPONSOR EXCLUSIVE

- Logo or name on two Chill Zone banners displayed on the tents
- Chill Zone tent placed in high traffic location on Walk Day
- Designated Chill Zone t-shirts worn by two volunteers per tent
- Logo or name on all Chill Zone promotions on social media and websites

## 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 January
- 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 2,000 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 January
  - 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
- Logo or name included on a “photobooth” frame
- 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						
	2025 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
<b>Title Sponsor Logo</b>						
Brochures						
<b>Save the Date Cards</b>						
Pre-Brochures						
<b>Posters</b>						
Go-Home Flyer						
<b>Pre-Event Recognition</b>						
Facebook-Logo & Link						
<b>eBlast Inclusion</b>						
Walk4theAnimals.com						
<b>Walk Wednesday</b>						
Walk Wednesday Video Spotlight						
<b>Paw Prints Publication</b>						
Press Releases						
<b>TV/Radio PSA's</b>						
Newspaper						
<b>HSBC Lobby</b>						
Shelter Banners						
<b>S'Wag Bag</b>						
Adoption Event						
<b>GIF</b>						
Social Media Recognition						
<b>T-Shirt</b>						
Baseball Cap						
<b>Stage Banner</b>						
Sponsor Booth/Banner						
<b>Virtual Vendor Village</b>						
Draws for Paws						
<b>Virtual Scavenger Hunt</b>						
Punch Card						
<b>Stage Award</b>						
Tee-Sign on Walk Route						
<b>Press Releases</b>						
Paw Prints Publication						
<b>Social Media Recognition</b>						
Yappy Hour						
<b>Snuggle Visit</b>						
2025 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

### REGISTRATION SPONSOR (1 SPONSORSHIP AVAILABLE)

Our Packs, or teams, and Individual Walkers are an important part of the Walk. This sponsorship helps provide everyone with the materials they need before and during the Walk event while promoting your company.

- Banner at the entrance to registration
- Logo or name on registration forms that guests fill out at registration tables
- Logo or name included on the Registration Check-In pin on the Walk for the Animals interactive Virtual Vendor Village
- Signage at Pack Photo location
- Logo on Pack Prize distributed to all qualifying Pack members *(if sponsorship is secured by 12/1/2024)*
- Logo or name in Pack Guide distributed to all Pack (team) Leaders

# \$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 January
- 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 2,000 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 January
  - 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 is available around the Walk site 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

### START AND FINISH LINE SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on two feather flags placed at the Walk's Start Line
- Logo on a banner at the Walk's Finish Line
- Logo included on the start and finish sign 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 January
- 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 2,000 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 January: 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 FIVE 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

### VIP PARKING SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo or name on feather flags displayed at the Las Olas Parking garage
- Logo or name on all promotional material mentioning VIP Parking (includes: emails, social media posts, and parking passes)

### 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 January
- 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 2,000 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 January: 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 FOUR 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 three roving golf carts

### PET BOUTIQUE SPONSOR (1 SPONSORSHIP AVAILABLE)

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

### 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

## 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 January
- 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 2,000 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 January: 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 2,000 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 January: 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 2,000 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 2,000 people? We will insert an item, provided by you, into 2,000 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 early morning 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 acknowledgment 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. We want to ensure that you are receiving the most current information for your Walk Day plans. Please visit [Walk4theAnimals.com](http://Walk4theAnimals.com) for any additional updates.



## WALK DAY SCHEDULE

**NEW TIME!**

7:30AM: REGISTRATION OPENS

9:00AM: WALK BEGINS

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 reserves 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](http://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](http://Walk4theAnimals.com). You can also email [info@Walk4theAnimals.com](mailto: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



At Southwest Plumbing we care deeply about animals and our partnership with the Humane Society of Broward County. We pride ourselves on our strong local community ties and the impact we are able to have with our work. The Humane Society of Broward County is an organization that reflects those values. Their work helps thousands of animals every year and gives back to not only the local community but other rescue organizations throughout the United States. We are proud to support this wonderful organization and love sponsoring the Walk for the Animals every year!

- Clinton Watson, Owner- Southwest Plumbing



“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 who work tirelessly to give our furry friends a happy and healthy life leading up to adoption.”

- Chewy.com



“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

# A LOOK BACK AT 2023





# BOARD OF DIRECTORS

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CHRISTY GUMBERG  
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## BOARD OF TRUSTEES

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MARTI HUIZENGA\*  
ELAINE LEVINE  
AL SORENSEN\*

**PRESIDENT AND CEO**  
CHRISTOPHER AGOSTINO

\*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](mailto:info@Walk4theAnimals.com)—[Walk4theAnimals.com](http://Walk4theAnimals.com)

954-266-6817—[HumaneBroward.com](http://HumaneBroward.com)