

Jacksonville Humane Society



2024 Paw Partner Packages

**Sign up to be a 2024 Paw
Partner here, or scan here**



The Jacksonville Humane Society has proudly served our community since 1885. In that time, our services have expanded beyond dog and cat adoptions. **The Jacksonville Humane Society provides care, comfort and compassion to animals in need while engaging the hearts, hands and minds of our community to bring about an end to the killing of abandoned and orphaned shelter animals.**

We have numerous programs that help us achieve our mission. We provide resources for struggling families or those in crisis, education and literacy outreach for children, job development and workforce training for military veterans, and internships in veterinary science... to name just a few.

Your support is instrumental in ensuring the future of these and many other valuable programs. In our 135+ year history, the Jacksonville Humane Society has been a solid fixture in the community, and we can't continue to do the work we do without you.

What is a JHS Paw Partner?

Paw Partners are businesses that sponsor our programs while receiving year-round recognition for their support.

Associate your brand with a cause that is synonymous with caring!

Today's socially concerned consumer pays attention to the ways a company supports its community and makes purchase decisions based on a brand's values.

- *70% of consumers are more loyal to brands who actively give back. (Statista, 2021)*
- *85% of employees are more inspired and motivated when working for a company who is purpose-driven. (Porter Novelli, 2020)*

Paw Partners can reach over 200,000 potential consumers and pet lovers each month!

- *59% of American households have a furry friend! (AMVA, 2019)*

Sponsorship benefits can be customized to fit your marketing goals and charitable priorities.



2024 Package Levels & Benefits

	\$20,000 Pack of Paws	\$15,000 Whiskers & Wags	\$10,000 Big Bark	\$5,000 Happy Tails	\$2,500 Furry Friends
Marketing & Branding					
Logo recognition on every page of JHS website	Logo	Logo	Logo		
Logo with website link on Paw Partner website page	*	*	*	*	*
Meeting Room rental w/ Pet Encounter & Tour	Full Day	Half Day	Half Day	Two Hours	Two Hours
Kennel Sponsorship	Two (Dog & Cat)	One	One	One	
Social Media Recognition (email, social channels, etc.)	*	*	*	*	*
Use of JHS logo and window cling	*	*	*	*	*
Mutt March (March 2024)					
Logo on event webpage	*	*			
Vendor Booth	*	*	*		
Walk Passes	10	8	6	6	4
Social Media Recognition (email, social channels, etc.)	*	*	*	*	*
Sponsor Signage day of event (# of stakes lining walk path)	4	3	2	1	
Logo on event T-Shirt	*	*	*	*	
Toast to the Animals (September 2024)					
Social Media Recognition (email, social channels, etc.)	*	*	*	*	*
Sponsor Signage day of event (logo scroll on TV screens)	*	*	*	*	*
Logo on event webpage	Logo	Logo			
Logo in print program	*	*	*	*	*
GA tickets	10	8	6	6	2
VIP tickets	4	2	2		
Other Events					
Tides & Tails (bi-annual yappy hour at One Ocean Hotel)	4	2			
Whiskers & Waves Pet Adoption Event & Festival (vendor booth)	*	*	*	*	*
B2B event invite (January 2024)	4	2	2	2	2
Lunch with the JHS CEO + President (up to 2 guests)	*	*			

Paw Partner Customization Examples

** Additional program support packages available

• Giveback Promotion (portion of sales to JHS per product, day or month) - 20% minimum	\$500
• Yearly Kennel Sponsorship (dog or cat) - monthly payment plans available	\$1,200
• Digital Campaign Sponsor (includes marketing and logo recognition)	\$2,500
• Sponsor a Day of Adoptions (includes marketing, logo recognition and tabling)	\$1,500 / Day
• Sponsor the Volunteer Program for a calendar year (Adult, Youth or Veterans) **	\$20,000
• Sponsor the Education Program - Summer Camp (7 weeks) **	\$50,000

Dedicated Event Opportunities



Tides & Tails

Beachside happy hour with our furry friends
Sponsorship begins at \$1,500



Mutt March

Peer-to-peer team walking event
Sponsorship begins at \$3,000, Vendor Booth is \$1,000



Kitten Yoga

2-3 events per year
Option to promote items and table day of event at JHS
Sponsorship begins at \$1,000 (per event)



Toast to the Animals

Gala-style tasting event at EverBank Stadium in the Fall
Sponsorship begins at \$2,500
Largest event of the year



Business Advocates Breakfast Networking Event

B2B event for current and new partners
Sponsorship begins at \$2,500, Vendor Booth is \$500



Whiskers & Waves Pet Adoption Event & Festival

Annual community event in the Fall
Sponsorship begins at \$5,000, Vendor Booth is \$300

Digital Packages - Retargeted Ads



Guaranteed digital reach with every website visitor



Our audience becomes YOUR audience



Exclusive access to JHS website visitors and retarget them w/ your company's ads



This will showcase your brand, anywhere the consumer visits online



You choose your reach and duration (monthly packages)

\$2,000 / Month
50,000 Impressions

\$4,000 / Month
100,000 Impressions