

Annual Marketing Opportunities



Support the needs of homeless animals in your community while increasing your marketing outreach and overall visibility!

Sixty-seven percent of U.S. households, or about 85 million families, own a pet, according to the 2019-2020 National Pet Owners Survey. This means many of your employees and customers are likely to have at least one cuddly pet in their home. Perhaps if given the opportunity they might also like to support an animal in their community that is less fortunate.

Corporate Marketing Partnership Levels

Platinum Partner Package: \$10,000

- Exclusive sponsor of HSGC weekly newsletter
- Monthly business feature on HSGC social media
- Quarterly think Pawsitive program for your staff
- Recognition on HSGC website and lobby monitors
- Feature in HSGC digital annual report
- Logo in bi-annual appeals
- Four complimentary tickets to HSGC signature event
- Logo included in event programs
- Complimentary cage sponsorship recognizing business.

Gold Partner Package: \$5,000

- Logo recognition in HSGC weekly newsletter
- Quarterly business feature on HSGC social media sites
- Two think Pawsitive programs for your staff
- Recognition on HSGC website and lobby monitors
- Two complimentary tickets to HSGC signature event
- Logo included in event programs

Silver Partner Package: \$2,500

- Logo recognition in HSGC weekly newsletter
- Annual business feature on HSGC social media sites
- Annual Think Pawsitive program for your staff
- Recognition on HSGC website and lobby monitors

Sterling Partner Package \$1,000:

- Logo recognition in HSGC weekly newsletter
- Annual business feature on HSGC social media sites
- Recognition on HSGC website and lobby monitors.

Marketing Impressions:

Facebook: 27,000+ Followers

Website: 10,000 views per month

Email Subscribers: 8,000

Instagram: 1,700

Twitter: 1,400

Additional Engagement Programs

Our marketing partnerships not a right fit at this time? Explore some other ways to get your employees involved to make a difference!

Payroll Deduction: Offering a payroll deduction of only \$5 each week from your employee payroll plan could mean as much as a \$260 annual donation. The total amount of an employees donation will be 100% tax deductible.

Employer Match: You may even consider an employer match program, which will encourage participation and contribute to the animals even more. Tie this to the payroll deductions or any of our fundraising events.

Event Sponsorships: Event sponsorships are a great way to get involved with our organization and receive some great publicity too! We are planning to host our our three signature events beginning fall of 2021. Each of these events will need support from generous sponsors.

Cage Sponsorship: Be part of feeding and sheltering one of our companion animals through our "Dollar a Day" Cage Sponsorship Program. While we are only their home for a short amount of time we strive to give them the best home possible. For only \$1 per day (total of \$365.00 for the year), you can help with everything our animals need during their stay here. Your plaque is a great way to celebrate a special person, honor a special pet, an event or promote your business.

Humane Society of Genesee County
G-3325 Dort Highway, Burton, MI 48529
www.geneseehumane.org
(810)744-0511

Humane Society of Genesee County

Our mission is to provide shelter and adoption of companion animals, reduce overpopulation, extend humane education, prevent cruelty, and provide those services that promote the goals and policies of the Humane Society of Genesee County (HSGC). We are committed to treating all animals and people with dignity and respect.



Helen came to HSGC as a stray in 2018. Born with no eyes, we were thankful she found her way to us and was finally safe. Helen was not alone though... Shortly after arriving at HSGC we learned she was pregnant. After receiving medical treatment Helen was placed in a wonderful foster home to give birth to her kittens, who all had eyes! Helen and her babies are just a few of the thousands of successful rescue and adoption stories at HSGC.

2020 Annual Impact Numbers

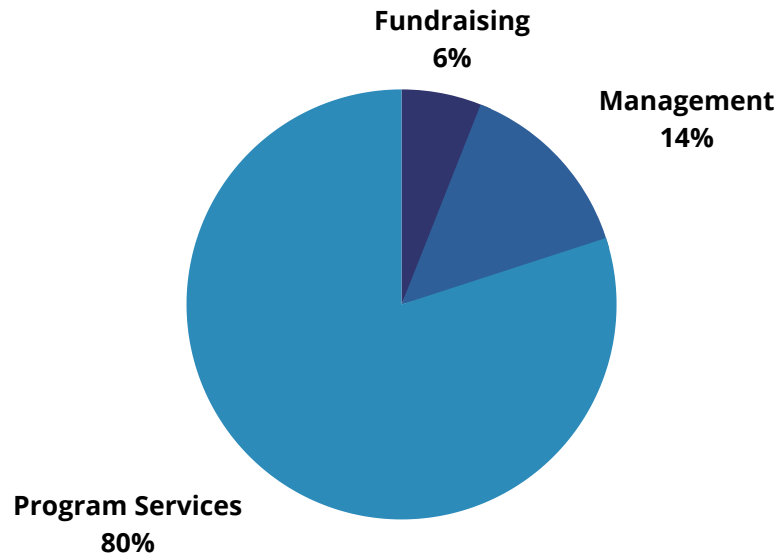
Adoptions: 1,199

Return to Owner: 39

Spay/Neuter: 785

Cruelty Complaints Investigated: 170

2020 Annual Expenses: \$1,143,337



Every dollar received by the HSGC benefits the thousands of animals who stay with us until they are adopted. We depend on support from the community and companies like yours.



For more information on our annual marketing partnership opportunities please contact Ryan Skomial at (810) 275-0432 or ryan.skomial@geneseehumane.org