



CORPORATE SPONSORSHIP OPPORTUNITIES



Join us in creating a
MORE HUMANE
Society

Oregon Humane Society & COVID-19

Covid-19 has influenced so many aspects of our lives, and the challenges facing our pets, our shelter, and the community have never been greater.

Throughout 2020, OHS has continued to serve the public as it has the last 150 years, which has only been possible because of sponsors like you. We have been able to assist pets in crisis, provide medical care for the sick and injured, supply food for those in need, and shelter the homeless. In the face of unprecedented challenges, we have responded and adapted to serve the needs of our community.

Though most years our fundraising events would take place in person, 2020 has taught us how to create engaging virtual events that include socially responsible, tangible, in-person elements to highlight our sponsors while also keeping our community safe.

Your support in 2021 will enable us to continue our lifesaving work caring for pets and people in need.

Will you join us?



OREGON
HUMANE
SOCIETY



Diamond Collar Awards

February 24, 2021

virtual event

Sponsorship range: \$10,000 - \$1,000

A celebratory virtual event honoring animal heroes, both two-legged and four-legged. This online happy hour is a heartwarming and memorable way to engage colleagues and clients, and brings together a diverse assortment of 300+ attendees from the Portland business world and beyond.

Sponsorship benefits include various recognition options during the event, including the opportunity to address the audience.

Doggie Dash

May 2021

hybrid virtual and in-person event

Sponsorship range: \$25,000 - \$1,000

Doggie Dash is our biggest fundraiser and largest consumer event of the year. This event attracts approximately 4,000 registered participants who stream online activities and contests, engage with sponsors, go for neighborhood walks, and earn rewards as they strive together to raise \$800,000 for pets in need. Whether dashing in-person or from the comfort of their own home, Portland pet parents always look forward to this event.

Sponsorship opportunities include logo/name recognition in digital & print promotion and opportunities to provide product/samples to participants at mini events.





Pug Crawl

May 2021

virtual event

Sponsorship range: \$5,000 - \$250

Pug Crawl is a quirky themed fundraising event for anyone who considers themselves a Pug lover. The "Pug Parade", a Portland favorite, has been reformatted into a virtual parade and photo contest where pugs can safely flaunt their fabulous fashions and strive to gain the public's vote from the comfort of their own homes.

Sponsorship opportunities include logo/name recognition in digital media coverage and pug parade footage, and opportunities for brand exposure through the online vendor village and prize packages.



Tail Wag

July 24, 2021

hybrid virtual and in-person event

Sponsorship range: \$25,000 - \$1,000

OHS' annual summer soir e, Tail Wag is a formal yet heartwarming virtual gala to celebrate our lifesaving work and the important role that OHS plays in the community. The event includes a multi-course dinner with signature cocktail kits, as well as a gratifying program highlighting the amazing things your support has helped OHS accomplish in the past year.

Sponsorship benefits include logo recognition on event materials, and acknowledgment throughout the program.



Canines Uncorked

August, 2021

in-person at participating Willamette Valley Wineries

Sponsorship range: \$5,000 - \$500

Canines Uncorked is a winery tour featuring 15 wineries in the Willamette Valley. Each winery has its own unique theme, set of activities, and tastings in commemorative glassware which are complimentary with the purchase of a ticket. This event is a fun and unique opportunity to get outside with your pup and enjoy an event where social distancing is made easy through pre-scheduled routes, thoughtful occupancy limits, and other precautions.

Sponsorship opportunities include booth space at your favorite winery, logo placement on event materials, and inclusion in digital media coverage.



Mutts on the Mountain

August, 2021

in-person at Mt. Hood Meadows

Sponsorship range: \$5,000 - \$500

Mutts on the Mountain is an outdoor mountain hike with three trails for attendees and their pups to take guided or self-guided hikes on Mt Hood. This event attracts Portland local outdoor enthusiasts and adventurers who love spending a summer day on the mountain with their dog. Audiences can also watch from home as they follow the live stream of OHS' social ambassadors as they take the hike with their own pups.

Sponsorship benefits include the opportunity to provide samples/coupons in attendee goodie bags and/or prizes in the event raffle, inclusion in digital media coverage and event materials, and the opportunity to sponsor an OHS social ambassador adventure.

Day of Giving

September, 2021

LIVE event on KOIN6 and social media

Sponsorship range: \$20,000 - \$2,500

OHS' annual Day of Giving is a day-long multi-media fundraiser, including a telethon, digital media challenges, and sneak peak inside the shelter to engage the community. This event provides tremendous exposure for corporate partners to a broad audience of viewers in the Portland Metro area.

Sponsorship benefits include name recognition in on-air TV segments, the opportunity to film your own live segment for TV, presenting rights for digital fundraising challenges, and name/logo recognition associated with onsite activities live-streamed from the shelter.



Snuggle Express

December, 2021

at 100+ offices around the Portland area

Sponsorship range: \$5,000 - \$1,500

The most highly anticipated event of the holiday season, Snuggle Express shares adorable litters of OHS puppies and kittens to help relieve stress with your employees. This event is a wonderful way to associate your company with wellness, employee benefits, and the overall joy that comes with playful puppies and cuddly kittens.

Sponsorship benefits include logo placement on pet kennels and carriers, name/logo placement on distributed event materials, and recognition on the event website.





IMPACT:

Your supports helps us

ADOPT 11,000+ pets annually

INVESTIGATE 1,000+ cases of animal abuse and neglect

SAVE 8,000+ pets transferred to OHS from other overwhelmed shelters

TEACH 12,000+ youth to be advocates for pets and people

MARKETING:

Share your brand

SOCIAL MEDIA 163,000+ followers across all platforms

E-NEWSLETTER 100,000+ opt-in subscribers

PRESS RELEASES Event programs and stories shared internationally

501c3 CONNECTION Align your brand with a local, independent cause that people love

For Questions, Customizations, and Commitments:

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