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# SPONSORSHIP LOOKBOOK

BE A **H A P** HERO

CELEBRATING 150 YEARS OF  
LIVESAVING WORK

**PREPARED BY**  
HUMANE ANIMAL PARTNERS





# A Note from Patrick Carroll Chief Executive Officer

Dear Friends,

This year marks Humane Animal Partners' 150th anniversary of serving the community! Although our name changed following the merger of Delaware Humane Association (DHA) and Delaware SPCA last year, our history dates back to 1873. We would love to have your business join us as a partner during this exciting year!

On Thursday, November 16, 2023, we will host a 150th Anniversary Gala at the Delaware Museum of Nature and Science to celebrate all that we've accomplished for the people and animals of Delaware. All funds raised will support our lifesaving mission and allow us to continue providing adoption and low-cost wellness and spay/neuter services for the next 150+ years!

By partnering with us for this year-long celebration and fundraising effort, your business will have exposure to thousands of animal lovers and potential customers in the months leading up to the Gala, as well as acknowledgement at the event. Business supporters will also be included as sponsors at our other 2023 events. Please see the following pages for more information on sponsorship levels and benefits.

As Delaware's premier animal welfare organization and one of the first nonprofits in the state, the generosity of individuals and businesses in the community is critical to our success.

On behalf of Humane Animal Partners' staff, Board of Directors, and all the animals we serve, thank you for your consideration. We will follow up with you soon. In the meantime, if you have any questions, please reach out to Kate Callihan, Director of Philanthropy at [kcallihan@hapde.org](mailto:kcallihan@hapde.org).

You help us save lives, and we couldn't do this important work without you!

Gratefully,

A handwritten signature in black ink that reads 'Patrick Carroll'.

Patrick Carroll



Patrick with his pups, Casey (left) and Bixby (right).

# HAPPY TO MEET YOU.

Humane Animal Partners is committed to connecting people with animals, building strong relationships to better the community, and preventing cruelty to animals. These pillars are brought to life through programs that provide shelter and adoption for unwanted and homeless pets, reduce pet overpopulation through low-cost spay/neuter, and enable pet retention by providing low-cost veterinary services.

## **This year marks 150 years of Humane Animal Partners' service to the Delaware community!**

Our name changed last year when Delaware SPCA and Delaware Humane Association (DHA) merged, but our founding dates back to 1873.

By becoming a sponsor of our 150th Anniversary Gala, you are helping pave the way for many more years of lifesaving work, including animal adoption, low-cost spay/neuter services, and veterinary care.

### **LOW-COST SPAY/NEUTER**



HAP helps keep the population of cats and dogs more manageable to ensure fewer animals are left homeless.

### **LOW-COST WELLNESS**



Our experienced veterinary professionals provide high quality, compassionate care by appointment.

### **VACCINE CLINICS**



Pet vaccinations and micro-chipping are provided at all 3 locations. Dog licensing is also available.

### **PET FOOD PANTRY**



We assist struggling community members by providing free dog and cat food.

# OUR IMPACT



**12,000**  
ANNUAL VISITORS



**550**  
ANNUAL  
VET CLIENTS

**3,165 ANNUAL  
ADOPTIONS**

3,377 ANIMALS SAVED



**5,015**  
**SPAY/NEUTERS**  
278 SPECIAL SURGERIES



**44,000**

email subscribers



**35,000**

followers



**17,400**

followers



**6,000**

followers

**10,000 VOLUNTEER HOURS**

## WEB TRAFFIC



**52,000** monthly unique visitors  
**155,000** monthly sessions

## 2023 SIGNATURE EVENTS

### **Designer Bag Bingo at the Ballpark**

Wilmington - May 21, Daniel S. Frawley Stadium

### **Wags, Whiskers, & Wine**

Rehoboth Beach - June 10, Nassau Valley Vineyards

### **Save 'Em By the Sea Casino Night**

Rehoboth Beach - September 21, Baywood Greens

### **Fast and the Furriest 5K**

Wilmington - October 8, Rockford Park

### **150th Anniversary Gala**

Wilmington - November 16, Museum of Nature & Science



# 150th ANNIVERSARY GALA

16  
NOV

## Delaware Museum of Nature & Science

Formerly the Delaware Museum of Natural History, the museum was founded in 1957 (also DHA's founding year) and has been open to the public since 1972. The museum's interactive, dynamic exhibits will serve as the perfect backdrop and a reminder that all creatures, both four and two-legged, are connected.

4840 Kennett Pike Wilmington, DE 19807



## The Details

- Live entertainment and dancing
- Delicious food and drinks
- Special curated exhibit celebrating 150 years with HAP ephemera
- Adoptable friends to meet & mingle with
- Full access to museum exhibits
- Silent auction & raffle prizes
- Valet parking



# SPONSORSHIP BENEFITS



Sponsorships attract the attention of for-profit businesses because of your company's commitment to the nonprofit's mission.\*



Sponsorships offer public recognition of your business's connection with a cause, which may help businesses attract new customers or bolster your company's reputation.\*



Sponsorships increase visibility and brand recognition throughout the Delaware region all year long, not just at the big event.



Sponsorships enhance good-will and public recognition as a steadfast member of the HAP community.

\*According to National Council of Nonprofits



## Your support...

Helps save the lives of thousands of animals that come to HAP each year.

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Helps provide wellness clinics to our Delaware community pet owners.

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Ensures our weekly public spay/neuter services provide thousands of vital surgeries each year.

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Helps ensure our free pet food pantries are stocked full of food for pet owners in need.

# Top Dog Sponsor



- Logo featured in HAP's 150th anniversary video
- Logo or flyer of choice included in adoption folders for the year
- Company name on press release announcing Gala
- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Mention as "Top Dog" sponsor on the 150th Gala Anniversary invitation
- Logo of presenting sponsor on 150th promotional materials
- Mention of lead sponsor on all 150th anniversary social media posts/promotions
- Full page ad inside front cover of 150th Anniversary Gala program
- Sponsorship announcement/shout-out at the Gala
- Option to speak at the Gala
- Company banner displayed at 150th Anniversary Gala entrance
- Thank you in post-event letter press release/blog
- 8 tickets to Gala and reserved table
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$30,000**

# Feline Fancy Sponsor

- Logo or flyer of choice included in adoption folders for the year
- Company name on press release announcing Gala
- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Mention as "Fancy Feline" sponsor on the 150th Gala Anniversary invitation
- Logo on 150th promotional materials
- Mention as supporting sponsor on all 150th anniversary social media posts/promotions
- Full page ad inside 150th Anniversary Gala program
- Sponsorship announcement/recognition at Gala
- Thank you in post-event letter press release/blog
- 6 tickets to Gala and reserved table
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$20,000**



# Mutts About You Sponsor

- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Logo on 150th promotional materials
- Mention as "Mutts About You" sponsor on all 150th anniversary social media posts/promotions
- 1/2 page ad inside 150th Anniversary Gala program (front of program placement)
- Sponsorship announcement/recognition at Gala
- Thank you in post-event letter press release/blog
- 4 tickets to Gala
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$15,000**

# Catbird Seat Sponsor

- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Logo on 150th promotional materials
- Mention as "Catbird Seat" sponsor on Facebook page
- 1/2 page ad inside 150th Anniversary Gala program
- Sponsorship announcement/recognition at Gala
- Thank you in post-event letter press release/blog
- 3 tickets to Gala
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$10,000**

# Puppy Love Sponsor

- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Logo on 150th promotional materials
- Mention as "Puppy Love" sponsor on Facebook page
- 1/4 ad inside 150th Anniversary Gala program (front of program placement)
- Sponsorship announcement/recognition at Gala
- Thank you in post-event letter press release/blog
- 2 tickets to Gala
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$5,000**

# Cat's in the Bag Sponsor

- Company logo on 150th anniversary banners in our 3 locations
- 12-month promotion on our website
- Logo on 150th promotional materials
- Mention as "Cat's in the Bag" sponsor on Facebook page
- 1/4 ad inside 150th Anniversary Gala program
- Sponsorship announcement/recognition at Gala
- Thank you in post-event letter press release/blog
- 1 ticket to Gala
- Recognition all year as a Portfolio of Partners member [name/logo included as a sponsor of other 3 events: Designer Bag Bingo (5/21), Casino Night (9/21), and Fast & the Furriest 5K (10/8)]

**\$2,500**

# Portfolio of Partners

- 12-month promotion on our website
- Mention as supporting sponsor on Facebook page
- Name included as a Portfolio of Partners supporter at all HAP 2023 events: Designer Bag Bingo (5/21), 150th Anniversary Casino Night (9/21), Fast & the Furriest 5K (10/8), and 150th Anniversary Gala (11/16)



**PORTFOLIO**  
OF *partners*

\*Note that any business that donates \$1,000 or more will be recognized as a Portfolio of Partners supporter all year long.

**\$1,000**

## Sussex County & Individual Sponsorships

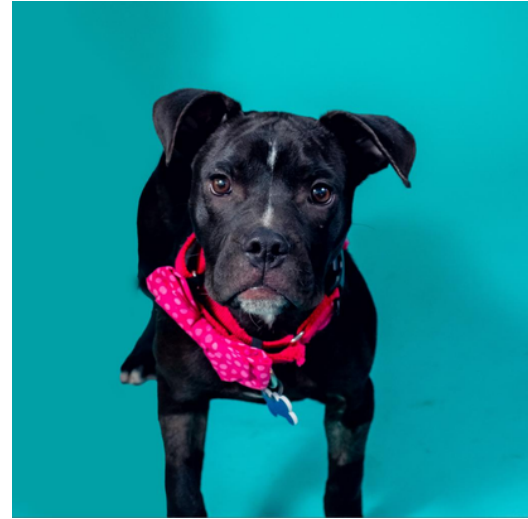


If interested in Sussex County-specific event sponsorship opportunities, please contact Leigh McKinley, Sussex Director, at [lmckinley@hapde.org](mailto:lmckinley@hapde.org) or (302) 200-7159.



For individuals interested in supporting the 150th Gala, please contact [kcallihan@hapde.org](mailto:kcallihan@hapde.org).





**Happy to  
have your  
support!**

## **Contact**

**Phone** (302) 440-3113

**Website** [www.humaneanimalpartners.org](http://www.humaneanimalpartners.org)

**Email** [giving@hapde.org](mailto:giving@hapde.org)

**Address** 701 A St. Wilmington, DE 19801  
455 Stanton Christiana Rd. Newark, DE 19713  
18675 Coastal Highway Rehoboth Beach, DE 19971

# Be a HAP Hero.

Celebrating 150 years of lifesaving work



## 150th Anniversary Gala

November 16, 2023

DELAWARE MUSEUM OF NATURE AND SCIENCE