



Calgary
Humane
Society



HOME
for the
HOLIDAYS

2025 Sponsorship Opportunity



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Home for the Holidays Sponsorship

Be the leading voice of compassion this holiday season as the **Presenting Sponsor** of *Home for the Holidays*—Calgary Humane Society's month-long adoption campaign, December 1–31, celebrating the joy of animals finding forever homes.

Last year, 314 adopters took part and 248 animals found loving families, showing the powerful impact of this community initiative.

Your sponsorship fuels it all—from reduced adoption fees to inspiring compassion across our community. Together, we'll help more animals find a home for the holidays.



\$15,000

Presenting Sponsor



Recognition and Benefits:

- **Exclusive naming recognition:**
 - “*Home for the Holidays presented by [Sponsor Name]*” featured across all campaign materials, demonstrating your organization’s leadership in helping hundreds of animals find homes during the holiday season.
- Prominent logo placement on:
 - **Digital signage** at the Calgary Humane Society Holiday Market (December 6 and throughout December)
 - **Website event landing page, email campaigns, and supporter newsletters**
- **Social media mentions** across November and December whenever *Home for the Holidays* is mentioned, celebrating adoption and amplifying your impact story.
- 4 mentions during weekly **media segments at Global** (December 8 to December 29)
- Featured in **radio promotions** (December 3 to December 19)
- **Featured sponsor acknowledgment** during the **Donor Appreciation Brunch** (December 6), recognizing your commitment to animal welfare among key Calgary Humane Society supporters and partners.
- **Opportunity to host a booth** at the Holiday Market (December 6), prominently placed for maximum opportunity.
- **Recognition on all adoption-related communications**, including:
 - Event landing page banner: “*Choose Your Own Fee Adoptions brought to you by [Sponsor Name].*”
 - Mentions in all social media adoption spotlights and adoption campaign emails, each celebrating animals finding homes because of your partnership.
 - Digital Signage at Calgary Humane Society promoting reduced adoption fees. Reinforcing your brand’s connection to real, measurable impact.
- **Inclusion in post-campaign impact and thank-you messaging**, showcasing results such as total adoptions and community reach, and acknowledging your organization’s contribution to helping animals find homes.

Campaign Reach

Channel	Projected Reach
Email	+41,000 email subscribers
Social Media	+200,000 Followers across platforms
Website	10k visits per day 87k visits per week
Stingray Radio (XL 103.1 and AMP)	300,000 listeners per week
Live Television	Global - #1 Noon Show in Calgary
Digital Billboards at Calgary Humane Society	100 visitors to CHS per day



Promotion Examples

Featuring email campaigns, social media posts, and in-shelter advertisements





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We look forward to connecting on this exclusive
holiday sponsorship opportunity.

For sponsorship opportunities please contact:

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