



Calgary
Humane
Society

2026

Sponsorship Menu

Sponsorship Marketing and
Community Investment Opportunities



Calgary
Humane
Society

Support Animals, Build Your Impact, Invest in Compassion

Whether you're a business looking to align your brand with a trusted local charity or an individual who wants to amplify donations through a matching gift, your support creates lasting change for animals in need. Let's create a meaningful partnership.

Spring 2026

Dog Jog

A Walk or Jog to End Animal Cruelty

Stand Out. Give Back. Become a Dog Jog Sponsor!

Dog Jog is a walk or jog to help end animal cruelty, and we invite you to be part of this impactful event as a sponsor! For over 24 years, Dog Jog has raised vital funding to support life-saving programs focused on education, protection, rehabilitation, and ultimately, a new beginning for animals in need.

This event brings together over 600 passionate animal advocates and their dogs at North Glenmore Park. In addition to the walk/jog, Dog Jog features a bustling market, a kids' zone, and entertainment, attracting participants and passersby throughout the day.

With unmatched public visibility, Dog Jog offers a unique opportunity to showcase your brand while making a tangible difference for animals in need. Align your company with compassion, become a sponsor and join us in the fight to End Animal Cruelty!





Calgary
Humane
Society

Cocktails
FOR Critters
CALGARY HUMANE SOCIETY

Fall 2026

Cocktails for Critters

Signature Fundraising Gala

Support. Celebrate. Sponsor Cocktails for Critters!

Cocktails for Critters is an extraordinary evening where animal lovers, community leaders, influencers, and businesses come together to support vulnerable animals in our community. With over 300 attendees, this premier event offers a unique opportunity to showcase your brand while aligning with a cause that deeply resonates with our supporters.

As a valued sponsor, your business will be recognized as a champion for animal welfare, gaining visibility among engaged community members who share your commitment to making a difference. Partner with us and demonstrate your dedication to creating a brighter future for animals in need!



Winter 2026

Giving Tuesday

A Day of Generosity

Turn One Gift into Two – Offer a Giving Tuesday Match!

Giving Tuesday is one of Calgary Humane Society's most impactful fundraising and marketing campaigns of the year. With a strong presence across digital, web, email, television, radio and social media, this campaign reaches thousands of compassionate animal lovers. With matching gift opportunities and a wide-reaching awareness campaign, this is a powerful moment to come together and make a lasting difference. By becoming a Matching Partner for Giving Tuesday, you can inspire others to give by matching donations dollar for dollar, up to an amount of your choice! Your generosity will help us provide food, shelter, and care for the 4,100+ animals at Calgary Humane Society.



Winter 2026

Home for the Holidays

A Month of Support

Make a Difference this Holiday Season! Sponsor Home for the Holidays!

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 foarever 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.





**Calgary
Humane
Society**

**Join us in creating a more humane world.
Contact me today to learn more!**

Interested in sponsorship? Contact:

Kaleigh Goehringer

Director of Philanthropy

kaleigh.goehringer@calgaryhumane.ca

403.723.6002