



**Calgary
Humane
Society**



HOME
for the
HOLIDAYS

Home for the Holidays Sponsorship Package



Calgary
Humane
Society



HOME
for the
HOLIDAYS

Home for the Holidays Sponsorships

Join Calgary Humane Society in making spirits bright this December through our *Home for the Holidays* campaign, a heartwarming month-long celebration dedicated to finding loving homes for animals in need. This festive campaign features:

- Donor Appreciation Brunch – Saturday, December 5, 2026
- Holiday Market & Adoption Kick-Off Event – Saturday, December 5, 2026
- Month-Long Adoption & Foster Events
- Holiday-Themed Fundraising and Community Engagement



Campaign Reach

Channel	Projected Reach
Email	34,000+ email subscribers
Social Media	210,000+ 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 Calgary Humane Society per day
Digital Advertising	500,000+ impressions throughout campaign



Promotion Examples

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



\$25,000



Presenting Sponsor

Position your brand as the leading voice of compassion this holiday season as the Presenting Sponsor of *Home for the Holidays*. Your sponsorship drives awareness, engagement, and impact all month-long, across all elements of this festive, feel-good campaign, including unique touch points such as fee-waived adoptions, foster features and our beloved Holiday Market.

Sponsorship Benefits

- **Presenting Sponsor designation:** “*Home for the Holidays presented by [Sponsor Name]*” featured across promotional materials.
- **Exclusive presenting sponsor rights** for *Home for the Holidays*.
- **Prominent logo placement** on:
 - High-visibility banners, print and digital signage at the December 5 Holiday Market and Donor Appreciation Brunch.
 - Calgary Humane Society shelter signage throughout December.
 - The *Home for the Holidays* campaign landing page and Calgary Humane Society website wherever the campaign is featured.
 - Email campaigns, newsletters and social media throughout November and December.
- **Paid media recognition:** Sponsor branding included in campaign digital advertising and radio advertising, providing additional reach across Calgary throughout the campaign.

- **Event recognition:** Podium mention during the Donor Appreciation Brunch on December 5.
- **Media recognition:** Presenting Sponsor acknowledgement in all relevant *Home for the Holidays* media mentions and the campaign press release distributed to key media partners.
- **Dedicated sponsor spotlight:** Social media, video or photo feature highlighting your team and why you support Calgary Humane Society.
- **Employee engagement:** Optional group volunteer day for sponsor employees.
- **Holiday Market presence:** Opportunity to host a booth at the December 5 Holiday Market.
- **Post-campaign recognition:** Inclusion in post-event thank-you communications and campaign impact updates.
- **Exclusive impact report:** A customized *Home for the Holidays* Impact Report showcasing campaign outcomes, audience reach and the difference your support made.



\$15,000



Adoption Ambassador Sponsor

Ensure that your brand is the driving force behind helping pets find loving homes this holiday season by sponsoring our fee-waived adoptions throughout December. Your support removes financial barriers and opens the door for more animals to find their forever families.

Sponsorship Benefits

- **Exclusive Adoption Ambassador designation** for *Home for the Holidays* fee-waived adoptions.
- **Featured in adoption-related communications**, including:
 - Campaign website landing page banner: “Fee-waived adoptions brought to you by [Sponsor Name].”
 - Social media spotlights featuring adoptable animals.
 - Email campaigns promoting fee-waived adoptions and holiday adoption incentives.
- **Shelter recognition:** Prominent sponsor signage promoting fee-waived adoptions throughout December.
- **Holiday Market presence:** Opportunity to host a booth at the December 5 Holiday Market.
- **Adoption certificate recognition:** Sponsor logo featured on *Home for the Holidays* adoption certificates provided to families adopting during the campaign.
- **Post-campaign recognition:** Inclusion in thank-you communications and impact updates highlighting the number of animals who found homes through the campaign.
- **Employee engagement:** Optional group volunteer day for sponsor employees.



\$10,000



Holiday Foster Hero

Give every animal a warm place to rest this holiday season. As the Holiday Foster Hero Sponsor, you'll support our mission to place as many animals as possible into foster homes over the winter break, providing them comfort, reducing shelter stress, and making room for more animals in urgent need.

Sponsorship Benefits

- **Dedicated campaign recognition:** Website landing page banner featuring “Holiday Foster brought to you by [Sponsor Name].”
- **Prominent logo placement on:**
 - Foster recruitment materials and social media posts.
 - Shelter signage and the holiday foster pickup station.
- **Digital storytelling:** Featured in a *Home for the Holidays: Foster Spotlight* blog highlighting the impact of foster care and your support.
- **Foster network recognition:** Sponsor acknowledgement in Calgary Humane Society newsletters and email communications to the foster community.
- **Employee engagement:** Optional group volunteer day for sponsor employees.



\$5,000



Holiday Camp Champion

Support the next generation of animal lovers! As the Holiday Camp Champion Sponsor, you'll help children learn compassion, empathy, and responsible pet care during our *Home for the Holidays Humane Education Camp*. This fun and educational experience provides hands-on activities, animal interactions, and lessons that last a lifetime.

Sponsorship Benefits

- **Exclusive camp sponsorship:** Recognition as the exclusive sponsor of *Home for the Holidays Humane Education Camp*.
- **Prominent logo placement on:**
 - Camp registration page and parent communications.
 - Camper take-home certificates.
 - On-site signage at Calgary Humane Society during camp sessions.
- **Branded camper materials:** Opportunity to provide branded giveaways, such as notebooks or other age-appropriate items, for campers.
- **Digital recognition:** Featured in Calgary Humane Society newsletters and social media posts when the camp is promoted.
- **Employee engagement:** Optional group volunteer day for sponsor employees.



\$3,000



Holiday Giving Partner

Help us stock the shelves and fill bellies this holiday season! As our Holiday Giving Partner, you'll sponsor our *Community Gift-In-Kind Donation Drive*—an initiative that invites the public to donate pet food, toys, treats, and shelter essentials to support animals in care and the families we serve.

Sponsorship Benefits

- **Prominent logo placement on:**
 - Donation drive signage and the shelter donation drop-off display.
 - Website and social media posts encouraging community donations.
 - Printed wish lists and flyers distributed throughout the community.
- **Community collection opportunity:** Host a Calgary Humane Society donation collection bin at your business, making it easy for your customers and employees to give back.
- **Impact recognition:** Dedicated social media thank-you post highlighting your support and the community's donation totals.
- **Employee engagement:** Optional group volunteer day for sponsor employees.



\$2,500



Long-Term Love Sponsor

Some dogs just need a little more time—and love—before they find their forever homes. As a Long-Term Love Sponsor, you'll directly support dogs who've been with us for an extended stay, helping provide enrichment, training, medical care, and extra visibility to find their perfect match.

Sponsorship Benefits

- **Featured kennel recognition:** Sponsor name/logo displayed on the sponsored dog's kennel signage with the message, "This dog is sponsored with love by [Sponsor Name]."
- **Social media recognition:** Sponsor acknowledgement whenever the sponsored dog is featured on Calgary Humane Society social media.
- **Digital lobby recognition:** Sponsored dog featured on Calgary Humane Society's main lobby digital signage, alongside sponsor recognition.
- **Forever-home celebration:** Sponsor recognition in the sponsored dog's adoption announcement when they find their forever home.
- **Employee engagement:** Optional group volunteer day for sponsor employees.





**Calgary
Humane
Society**

HOME
for the
HOLIDAYS

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

For sponsorship opportunities please contact:

Anna-Lee Fitzsimmons

Vice Executive Director

Anna-lee.Fitzsimmons@calgaryhumane.ca

403.723.6009

Rob Aronson

Senior Development Officer

Rob.Aronson@calgaryhumane.ca

403.723.6001