

28TH ANNUAL FUR BALL

2025 Sponsorship Opportunities

**THE ARISTOCATS – PARIS NIGHTS & JAZZ DELIGHTS
SATURDAY, MAY 10, 2025**

**DoubleTree By Hilton
hsppr.org/furball**

Sponsorships are tax deductible to the extent allowed by law.



OUR MISSION

Humane Society of the Pikes Peak Region offers compassionate care to animals, supports safe communities, and provides socially conscious sheltering.



Event Overview & Engagement

Tuxedo tails and animal tails are the 'purr'fect match at Fur Ball – HSPPR's signature fundraising event for 500 guests. This year's lavish affair celebrates 28 years as Colorado Springs' premier gala helping homeless and abused animals.

This memorable evening features a three-course gourmet dinner, silent and live auctions, heartwarming success stories, and the beloved "Pet Parade" where select sponsors take center stage with adoptable animals. You're invited to join our event "The Aristocats – Paris Nights & Jazz Delights" as we remember that for the over 27,000 pets served annually – pet families and friends can be found anywhere.

EVENT ATTENDEE HIGHLIGHTS

- ▶ 43% of attendees have estimated assets of \$100k-\$500k
- ▶ 33% of attendees have estimated assets of \$501k-\$1M
- ▶ 24% of attendees have estimated assets of \$1M-\$5M
- ▶ Attendees spend an average of \$1,575 at the event
- ▶ Most attendees reside in zip codes 80903, 80904, 80906, 80907, 80918, and 80919
- ▶ Most attendees have at least one pet

ONLINE PRESENCE & ENGAGEMENT

- ▶ HSPPR.org Receives:
 - ▶ 64,000 unique visitors per month
 - ▶ 738,000 page views per month
 - ▶ 8.8M page views per year
- ▶ 11,500+ Email list subscribers
- ▶ 54,000+ Facebook followers
- ▶ 31,500+ Instagram followers
- ▶ 87,500+ TikTok followers and growing rapidly

Private Shelter Tours

Take a peek behind the curtain

All sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to 10 guests. This special opportunity is available by appointment before or after the event. Please email kstoecker@hsppr.org to schedule.



\$50,000 Presenting Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on front of all event branding, locked up next to the HSPPR logo. Prominent logo display across all event marketing.
- ▶ Logo on front of event save the date and invitation mailed to 5,000+ donors
- ▶ Large logo in pre-event e-blast sent to 11,500+ constituents
- ▶ Logo on www.hsppr.org/furball Home, Auction, and Sponsors Pages

NIGHT OF PRESENCE

- ▶ Large logo and full-page ad (design file provided by sponsor) in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and two (2) bottles of wine
- ▶ Premier seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Special recognition during event program by emcee

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue
- ▶ Gratitude & special gift from HSPPR

A tax receipt can be provided upon request.

\$12,000 Better Together Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on event save the date and invitation mailed to 5,000+ donors
- ▶ Logo in pre-event e-blast sent to 11,500+ constituents
- ▶ Logo on www.hsppr.org/furball Home, Auction, and Sponsors pages

NIGHT OF PRESENCE

- ▶ Logo and full-page ad (design file provided by sponsor) in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and two (2) bottles of wine
- ▶ Premier seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Special recognition during event program by emcee

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue
- ▶ Gratitude & special gift from HSPPR

A tax receipt can be provided upon request.





\$6,000 Pet Parade Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on event invitation mailed to 5,000+ donors
- ▶ Logo in pre-event e-blast sent to 11,500+ constituents
- ▶ Logo on www.hsppr.org/furball Home, Auction, and Sponsors pages

NIGHT OF PRESENCE

- ▶ Logo in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and two (2) bottles of wine
- ▶ Preferred seating near front of room and stage
- ▶ Allow one sponsor guest to walk with a shelter animal in the Pet Parade and receive a link to event photos capturing the memory!
- ▶ Verbal recognition during event program by emcee

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to attendees
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue

A tax receipt can be provided upon request.



\$4,000 Party Animal Sponsor

PRE-EVENT VISIBILITY

- ▶ Name in pre-event e-blast sent to 11,500+ constituents
- ▶ Name on www.hsppr.org/furball Sponsors page

NIGHT OF PRESENCE

- ▶ Name in event program
- ▶ Branded item (provided by sponsor) in sWAG bags, which all guests receive
- ▶ Reserved table for ten (10) guests with name display and two (2) bottles of wine
- ▶ Priority seating near front of room and stage

POST-EVENT RECOGNITION

- ▶ Name in one (1) post-event e-blast sent to attendees

\$3,000 Table Sponsor

PRE-EVENT VISIBILITY

- ▶ Name on www.hsppr.org/furball Sponsors page

NIGHT OF PRESENCE

- ▶ Name in event program
- ▶ Reserved table for ten (10) guests with name display and two (2) bottles of wine

A tax receipt can be provided upon request.

Specialty Sponsorships

Looking to increase your sponsorship, make the night special and ultimately help more homeless animals? Check out the exciting opportunities below...some are EXCLUSIVE!

\$2,000

COCKTAIL NAPKINS

Your name will be on everyone's lips, quite literally, with your logo printed on bar cocktail napkins. Includes verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/7**

\$2,000

SAFE RIDES FOR GUESTS

There's no place like home, so let's help guests get there safely by gifting rideshare credits. Includes your logo prominently displayed on the Safe Ride posters displayed at the event. Includes verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/14**

\$2,000

PHOTO BOOTH

NEW!

Event guests will have the chance to take photos at the photo booth and receive digital and printed copies to take home the same night – including your logo! Includes verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline 4/7**

\$1,500

RED CARPET

NEW!

Make the Night in Paris one to remember by helping with the theming as guests enter the ballroom. Your logo will be prominently displayed and includes verbal recognition during event program by emcee. (remove sentence about in-kind opportunity). **EXCLUSIVE – ONLY ONE AVAILABLE. Deadline – 4/14**

\$1,500

SIGNATURE COCKTAIL

Raise a glass to the shelter animals with a special cocktail named just for you. Includes name display in event bar area and verbal recognition during event program by emcee. **EXCLUSIVE – ONLY ONE AVAILABLE.**



Sponsorship Packages

	\$50,000 Presenting Sponsor	\$12,000 Better Together Sponsor	\$6,000 Pet Parade Sponsor	\$4,000 Party Animal Sponsor	\$3,000 Table Sponsor
Table for 10	Premier seating	Premier seating	Preferred seating	Priority seating	Reserved seating
Breakfast and Tour at Shelter	✓	✓	✓	✓	✓
Branded sWAG Item	✓	✓	✓	✓	--
Pet Parade Escort	✓	✓	✓	--	--
Fur Ball Website	Prominent Logo on home, auction, and sponsors pages	Logo on home, auction, and sponsors pages	Name on sponsors pages	Name on sponsors pages	Name on sponsor pages
Program Recognition	Full-page program ad and large logo	Full-page program ad and logo	Logo	Name	Name
Event E-blasts	Large Logo and social media post	Logo and social media post	Logo	Name	--
Emcee Recognition	Special verbal	Special verbal	Verbal	--	--
Pre-event Save the Date and Invitation	Logo on front of both materials, prominent display	Logo on Save the Date and Invitation	Logo on Invitation	--	--

Specialty Sponsorships

(add on or stand alone)

EXCLUSIVE \$2,000 Cocktail Napkins	EXCLUSIVE \$2,000 Safe Ride	EXCLUSIVE \$2,000 Photo Booth	EXCLUSIVE \$1,500 Red Carpet	EXCLUSIVE \$1,500 Signature Cocktail
Special logo opportunity on cocktail napkin	Large logo display on poster at event	Logo on event photos taken at Photo Booth	Logo recognition in themed hallway leading into ballroom	Special logo opportunity at cocktail bar
Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition	Emcee recognition

To take full advantage of your sponsorship benefits, please have items submitted by the following deadlines:

2/5 - Logo for Save the Date mailed to 5,000+ donors

2/26 - Logo for event invitation mailed to 5,000+ donors

4/7 - Logo for Cocktail Napkin

4/14 - Program full page ad, logo, or name; Logo for Safe Rides or Red Carpet

4/18 - Logo for pre-event blast(s) sent to 11,500+ constituents

5/5 - Branded item in guest sWAG bags, which all guests receive