



The Humane Society Waterville Area (HSWA) has been a safe haven for animals in need since 1970. Our mission is to shelter animals until they find permanent homes, to educate the community about responsible pet ownership, and to advocate for the humane treatment of all animals.

## BUSINESS PARTNERSHIP OPPORTUNITIES 2022

# Benefits of Community Marketing

## Customizable marketing to fit your specific goals

Sponsorships with local organizations are a great way to outsource your marketing efforts to someone with an already established audience who can build a sponsorship uniquely designed to achieve your marketing goals. HSWA will always tailor our sponsorship packages to best fit our partner's needs.

## Increased brand awareness and allegiance among target consumers

Partnering with local causes allows your target demographic to see your business as a valuable community member. According to Forbes, 81% of millennials want a company to make public commitments to charitable causes, and 32% of Americans refuse to support a company that goes against their values. Partnerships are not just good for your brand, they're good for your bottom line.

## Improved employee morale and community reputation

Corporate charitable giving can increase employee morale and elevate workplace culture. If giving in the form of sponsorships, this can also improve your standing and perceived value in the community, leading to a profitable return on your investment.

# HSWA IN NUMBERS

**40,000+**

Facebook Page  
followers

**26,000+**

Monthly website  
visitor sessions

**2,000+**

Email  
subscribers

**1,000+**

Community  
members at  
our first event  
under current  
leadership

# PARTNERSHIP LEVELS

## *Best in Show Partner — \$50,000+*

- Advertisement of your choice in quarterly newsletter (emailed to 2,000+ individuals)
- Priority featured advertisement of your choice on HSWA website's supporter page (linked to your business website)
- Large logo (linked) on HSWA website footer across all pages (average monthly site traffic is 26,000+ sessions)
- Large plaque on supporter wall in community room with permanent placement
- One non-exclusive Facebook post pinned for full giving year (40,000+ followers)
- One exclusive monthly Facebook post
- Speaking opportunity at all HSWA events
- Opportunity for promotional item placement at all HSWA community events
- One reserved trunk space at Trunk or Treat and unlimited tickets to Halloweekend party with skip-the-line access
- Unlimited VIP tickets to Woofstock Festival plus priority transportation

## *Top Dog Partner — \$25,000+*

- Large logo in quarterly newsletter (emailed to 2,000+ individuals)
- Large logo on HSWA website's supporter page (linked to your business website)
- Medium logo (linked) on HSWA website footer across all pages (average monthly site traffic is 26,000+ sessions)
- Medium plaque on supporter wall in community room during giving year
- One non-exclusive Facebook post pinned for one month of your choice (40,000+ followers)
- One exclusive quarterly Facebook post
- Speaking opportunity at one yearly HSWA event of choice
- Opportunity for promotional item placement at two HSWA community events
- One reserved trunk space at Trunk or Treat and 10 tickets to Halloweekend party with skip-the-line access
- 10 VIP tickets to Woofstock Festival plus priority transportation

# PARTNERSHIP LEVELS

## *The Cat's Meow Partner — \$10,000+*

- Medium logo in quarterly newsletter (emailed to 2,000+ individuals)
- Medium logo on HSWA website's supporter page (linked to your business website)
- Small logo (linked) on HSWA website footer across all pages (average monthly site traffic is 26,000+ sessions)
- Small plaque on supporter wall in community room during giving year
- One non-exclusive monthly Facebook post (40,000+ followers)
- One reserved trunk space at Trunk or Treat and 6 tickets to Halloweekend party with skip-the-line access
- 6 VIP tickets to Woofstock Festival

## *High Paw Partner — \$5,000+*

- Small logo in quarterly newsletter (emailed to 2,000+ individuals)
- Small logo on HSWA website's supporter page (linked to your business website)
- Business name (linked) on HSWA website footer across all pages (average monthly site traffic is 26,000+ sessions)
- One non-exclusive quarterly Facebook post (40,000+ followers)
- One reserved trunk space at Trunk or Treat and 4 tickets to Halloweekend party with skip-the-line access
- 4 VIP tickets to Woofstock Festival

## *Puppy Love Partner — \$1,000+*

- Business name listed in quarterly newsletter (emailed to 2,000+ individuals)
- Business name listed on HSWA website's supporter page (linked to your business website)
- One non-exclusive Facebook post annually (40,000+ followers)
- One reserved trunk space at Trunk or Treat and 2 tickets to Halloweekend party with skip-the-line access
- 2 VIP tickets to Woofstock Festival



# Interested in becoming a HSWA partner?

Fill out the form below, or visit  
**[www.hswa.org/partnerships](http://www.hswa.org/partnerships)**  
to activate your partnership today!

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## HSWA BUSINESS PARTNERSHIP OPPORTUNITIES 2022

Business:

Contact Name:

Company role:

Phone number:

Email:

Partnership Level:

Gift total:

Circle:

check  
enclosed

requesting  
invoice

Please detach this form and mail to:  
*Humane Society Waterville Area*  
Attn: Rae-Ann Demos  
100 Webb Road  
Waterville, ME 04901

Checks may be made payable to  
*Humane Society Waterville Area.*  
Please include Partnership Level in  
memo.

*A HSWA representative will be in touch with next steps upon form receipt.*