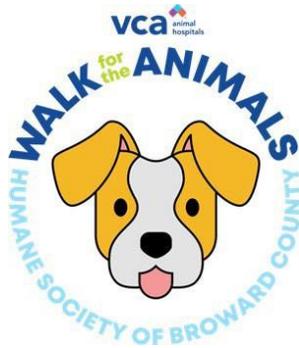


# 2026 SPONSOR PROPOSAL

## VCA WALK FOR THE ANIMALS



**SATURDAY, FEBRUARY 21, 2026**

**REGISTRATION: 7:30AM WALK: 9:00AM**

**LAS OLAS INTRACOASTAL PROMENADE PARK**



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# ABOUT THE HSBC

The Humane Society of Broward County has been a pillar of the Broward County community since 1944. Starting with humble beginnings in a 5,000 square foot house, our shelter has evolved into a 33,000 square foot building that has the ability to house over 300 dogs, cats and other furry animals.

As a non-profit 501(c)(3) organization, receiving no direct funding or financial support from the government or any national group with a similar name, we rely on the generosity of the community, private grants and fundraising efforts.



## WHAT WE DO...

**Adoptions** over 4,400 animals in homes in 2024

**Education Programs** reach over 150,000 children and adults and teach care and respect for animals

**Low Cost Vaccines** offered for the public's pets

**Pet Loss and Grieving Services** run by certified counselors

**Animal Assisted Therapy Program** visit hospitals, schools and nursing homes with their trained companion animals to provide comfort

**Foster Families** place animals who are not adapting well to shelter life and/or are too young for adoption with caring families

**Behavior Training** use only positive methods in group or individual settings

**Volunteer Services** over 600 dedicated volunteers donating their time to help our shelter thrive

**Surrender Prevention** help people keep their four-legged friends as part of their family

# WALK FOR THE ANIMALS

Over the past three decades, the Walk for the Animals has served as the Humane Society of Broward County's largest annual fundraising event. In 2025, over 3,500 enthusiastic people and more than 1,500 wagging tails graced downtown Fort Lauderdale's Las Olas Intracoastal Promenade Park, raising a net total of over \$530,000 to directly benefit the homeless animals and our shelter programs.

Now in its 36th year, the Walk has become a highly anticipated event in Broward County for both participants and sponsors. Animal lovers spend months fundraising and then celebrate their efforts on Walk Day.

For businesses in our community, the Walk provides publicity on Walk Day and for months leading up to the event. Companies are able to reach their target audience through our marketing efforts and involvement in numerous community events. On Walk Day, sponsors have the opportunity to interact directly with thousands of people, gaining new clients and customers. A staggering 90% of sponsors continue to support this event year after year.

## HERE ARE SOME OF THE WAYS THE ANIMALS ARE HELPED WITH YOUR DONATIONS...

**\$500** Provides microchips for 25 cats and dogs

**\$1,200** Parvovirus treatment medication

**\$2,000** Spay/Neuter surgery for 40 feral cats to help end the cycle of homeless felines

**\$3,000** Formula and medical care for 40 kittens

**\$5,000** X-Ray machine protective gear for our staff

**\$7,500** Spay/Neuter surgery for 75 dogs to help put an end to pet over population

**\$10,000** Calming medication and enrichment supplies to help animals acclimate to the shelter

**\$15,000** Orthopedic surgery for 6 animals

**\$25,000** Industrial washers and dryers to keep our animals comfortable and clean

**\$100,000** Helps provide surgeries, supplies, and training for surrender prevention programs

# SPONSOR BENEFITS

Our Walk for the Animals would not be possible without our valued sponsors. Area businesses, both pet and people related, come together to support this event. With the range of Sponsorship Packages available, there is sure to be one to suit your company's needs.

We promote our sponsors at every opportunity from pre-events beginning in September, through Walk Day and beyond. The active Walk Committee participates in area events, fairs, and festivals throughout Broward County.

Also included is print marketing, focused distribution, and on site and remote promotions plus a link from Walk4theAnimals.com boasting over 33,000 visitors during the promotional period.

Social media is also used to get the word out. We dedicate sponsor posts and weekly email newsletters from September through January. This goes out to our loyal patrons and includes:

**Facebook (@humanebroward):** over 701,000 Followers

**Instagram (@HumaneBroward):** over 474,000 Followers

**TikTok (@HumaneBroward):** over 1,400,000 Followers

**Twitter (@HumaneBroward):** over 2,400 Followers

**YouTube:** 335,000 Followers



# SOCIAL MEDIA

AS A SPONSOR, YOUR BUSINESS WILL BE PROMOTED BY OUR DEDICATED DIGITAL MARKETING SPECIALIST. OUR ENGAGEMENT RATES REGULARLY REACH OVER SIX FIGURES, WITH VIEWS FAR SURPASSING THE AVERAGE.

Below are screenshots of HSBC's insights on Instagram feed posts and reels.

11:51



## Reel insights



Oh mama 🥺💔

February 27 · Duration 0:16

1.4M 204K 1,903 2,427 3,513

## Overview ⓘ

Accounts reached	1,093,378
Reel interactions	212,187
Profile activity	1,406

11:51



## Reel insights



UPDATE: Boulder is the only dog in this video that...

February 10 · Duration 0:40

10.3M 917K 8,728 40.1K 28.3K

## Overview ⓘ

Accounts reached	8,051,393
Reel interactions	973,187
Profile activity	11,373

WALK SPONSORSHIPS AT A GLANCE		Platinum Collar	Gold Collar	Automobile	Silver Collar	All	All
		\$25,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000
Pre-Walk	Title Sponsor Logo						
	Brochures						
	Save the Date Cards						
	Pre-Brochures						
	Posters						
	Go-Home Flyer						
	Pre-Event Recognition						
	eBlast Inclusion						
	Walk4theAnimals.com						
	Walk Wednesday						
	Walk Wednesday Video Spotlight						
	Paw Prints Publication						
	Press Releases						
	Newspaper						
	HSBC Lobby						
	Shelter Banners						
	S'Wag Bag						
Social Media Recognition							
Walk Day	T-Shirt						
	Baseball Cap						
	Stage Banner						
	Sponsor Booth/Banner						
	Logo or Name on Draws for Paws						
	Punch Card						
	Stage Award						
	Tee-Sign on Walk Route						
Post-Walk	Press Releases						
	Paw Prints Publication						
	Social Media Recognition						

WALK SPONSORSHIPS AT A GLANCE		All	All	All	Furry Friend	Bone Boutique	S'Wag Bag
		\$4,000	\$3,000	\$2,500	\$2,000	\$1,000	\$500
Pre-Walk	Title Sponsor Logo						
	Brochures						
	Save the Date Cards						
	Pre-Brochures						
	Posters						
	Go-Home Flyer						
	Pre-Event Recognition						
	eBlast Inclusion						
	Walk4theAnimals.com						
	Walk Wednesday						
	Walk Wednesday Video Spotlight						
	Paw Prints Publication						
	Press Releases						
	Newspaper						
	HSBC Lobby						
	Shelter Banners						
	S'Wag Bag						
	Social Media Recognition						
Walk Day	T-Shirt						
	Baseball Cap						
	Stage Banner						
	Sponsor Booth/Banner						
	Draws for Paws						
	Punch Card						
	Stage Award						
	Tee-Sign on Walk Route						
Post-Walk	Press Releases						
	Paw Prints Publication						
	Social Media Recognition						

# PLATINUM SPONSORSHIP \$25,000

## PRE WALK

**SOLD**

- 22,000 Walk Brochures: Logo or name on front cover and at least one other location
- Logo or name on 7,000 Save the Date cards 7,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day, and 500 posters
- Recognition at Walk Pre-Events from September through Walk Day
- Logo on Walk4theAnimals.com with link to company's home page
- Recognition on all Walk eblasts from September through Walk Day
- Recognition on notifications to participants and donors
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as Title Sponsor in all press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on Walk for the Animals banner
- Opportunity to insert company-provided items into 2,000 S'Wag Bags distributed to Walkers



# PLATINUM SPONSORSHIP \$25,000 (CONTINUED)

## SOCIAL MEDIA

- Twenty-Seven social media spots from September through February
- Three Instagram Story Highlights
- Two Instagram Reels
- Three Instagram Live Videos
- Two Instagram Feed Posts
- Three Facebook Story Highlights
- Two Facebook Reels
- Three Facebook Live Videos
- Two Facebook Feed Posts
- Two LinkedIn Feed Posts
- Two TikTok Videos
- Two Twitter Feed Posts



## WALK DAY

- 1,200 Walk T-Shirts: Logo or name printed on prominent location on the back of shirt
- Logo or name on 250 Walk Baseball Caps
- Premier placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 20' x 20' tent, four 6' tables, six chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card

## POST WALK

- Choice of one Yappy Hour at our shelter (max 30 people) or Snuggle visit at your location (if local). Yappy Hour or Snuggle visit can be scheduled Monday through Friday from April 1, 2026, to September 20, 2026. Restrictions apply.
- Recognition as Title Sponsor in press releases
- Logo and photo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- First right of refusal for Walk for the Animals 2027

# GOLD COLLAR SPONSORSHIP \$15,000

## PRE WALK

- 22,000 Walk Brochures: Logo or name on front cover and at one other location
- Logo or name on 7,000 Walk Pre brochures, 7,000 Save the Date Cards, 2,500 flyers inserted into adoption Go Home Folders through Walk day and 500 posters
- Recognition at Walk Pre-Events from September through Walk Day
- Recognition on all Walk eblasts from September through January
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as a sponsor in all press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on Walk for the Animals banner
- Opportunity to insert company-provided item into 2,000 S'wag Bags distributed to Walkers

## SOCIAL MEDIA

- Fifteen social media spots from September through January
  - Two Instagram Story Highlights
  - Two Instagram Reels
  - One Instagram Live Video
  - One Instagram Feed Post
  - Two Facebook Story Highlights
  - Two Facebook Reels
  - One Facebook Live Video
  - One Facebook Feed Post
  - One LinkedIn Feed Posts
  - One TikTok Video
  - One Twitter Feed Post



# GOLD COLLAR SPONSORSHIP \$15,000 (CONTINUED)

## WALK DAY

- 1,200 Walk T-Shirts: company name or logo printed in prominent location
- Premier placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 20'x10' tent, three 6' tables, six chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card



## POST WALK

- Recognition as sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- First right of refusal for Walk for the Animals 2027



# SILVER COLLAR SPONSORSHIP \$10,000

## PRE WALK

- Logo or name on 22,000 Walk Brochures
- 7,000 Save the Date Cards, 7,000 Walk Pre-Brochures, 2,500 flyers inserted into adoption Go Home Folders through Walk Day and 500 posters
- Recognition at Walk Pre-Events from September through February
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as a sponsor in all press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on Walk for the Animals banner
- Opportunity to insert company provided item into 2,000 S'Wag Bags distributed to Walkers



## SOCIAL MEDIA

- Twelve social media spots from September through January
  - Two Instagram Story Highlights
  - Two Instagram Reels
  - One Instagram Feed Post
  - Two Facebook Story Highlights
  - Two Facebook Reels
  - One Facebook Feed Post
  - Two TikTok Videos
  - One LinkedIn Feed Post



# SILVER COLLAR SPONSORSHIP \$10,000 ( CONTINUED)

## WALK DAY

- 1,200 Walk T-Shirts: company name or logo printed in prominent location
- Placement of company logo on stage banner grid
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card



## POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- First right of refusal for Walk for the Animals 2027



# OFFICIAL AUTOMOBILE SPONSOR \$10,000

THE OFFICIAL AUTOMOBILE SPONSORSHIP ALLOWS YOUR COMPANY TO DO JOINT PROMOTIONS WITH THE HUMANE SOCIETY OF BROWARD COUNTY LEADING UP TO THE WALK AND START THE WALK WITH YOUR PACE CAR.

**AUTOMOBILE SPONSOR RECEIVES EVERYTHING LISTED UNDER THE SILVER COLLAR SPONSORSHIP IN ADDITION TO...**

## PRE WALK

**SOLD**

- One advertised on-site adoption event at the dealership scheduled prior to the Walk date
- Joint promotion at one major adoption event at the shelter with the opportunity to park a vehicle at the shelter in a high-traffic area and supported marketing
- Two additional social media spots: one TikTok Video and one Twitter Feed Post

## WALK DAY

- Two cars displayed at the Walk plus one car at the start line as the Official Pace Car



# CHILL ZONE SPONSOR \$7,500

The most popular location on Walk Day where Walkers and their dogs can hang out and cool off at our multiple Chill Zone stations.

## PRE WALK

**SOLD**

- Logo or name on 22,000 Walk Brochures
- 7,000 Walk Pre-Brochures, 7,000 Save the Dates, 2,500 flyers and inserted into adoption Go Home Folders through Walk Day and 500 posters
- Recognition at Walk Pre-Events from September through February
- Walk Wednesday Sponsor Highlight including a video of a “pet of the week” highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as a sponsor in press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Inclusion on Walk for the Animals banner
- Logo on Walk4theAnimals.com with link to company’s home page
- Opportunity to insert company-provided item into 2,000 S’Wag Bags distributed to Walkers
- Ten social media spots from September through January
  - Two Instagram Story Highlights
  - One Instagram Reel
  - One Instagram Feed Post
  - Two Facebook Story Highlights
  - One Facebook Reel
  - One Facebook Feed Post
  - One TikTok Video
  - One Twitter Feed Post
  - One LinkedIn Feed Post



# CHILL ZONE SPONSOR \$7,500 (CONTINUED)

## WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card

## WALK DAY CHILL ZONE SPONSOR EXCLUSIVE

- Logo or name on two Chill Zone banners displayed on the tents
- Chill Zone tent placed in high traffic location on Walk Day
- Designated Chill Zone buttons to be worn by two volunteers per tent
- Logo or name on all Chill Zone promotions on social media and websites

## POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)



# SOCIAL MEDIA SPONSORSHIP \$7,500

**WE HAVE EXTENSIVE SOCIAL MEDIA MARKETING PRE-AND POST-WALK TO PROMOTE THE  
EVENT AND TO KEEP THE PUBLIC INFORMED.**

## PRE WALK

**SOLD**

- Recognition at Walk Pre-Events through February
- Walk Wednesday Sponsor Highlight including a video of a “pet of the week” highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as a sponsor in press releases
- Recognition in HSBC lobby for four weeks prior to Walk Day and Post Walk (approximately 25,000 visitors per month)
- Logo on Walk4theAnimals.com with link to company’s home page
- Opportunity to insert company-provided item into 2,000 S’Wag Bags distributed to Walkers

## PRE WALK SOCIAL MEDIA SPONSOR EXCLUSIVE

- Twelve social media spots from September through February
  - Two Instagram Story Highlights
  - One Instagram Reel
  - One Instagram Feed Post
  - Two Facebook Story Highlights
  - One Facebook Reel
  - One You Tube Video
  - One Facebook Feed Post
  - One LinkedIn Feed Post
  - One TikTok Video
  - One Twitter Feed Post
- Logo or name on Walk for the Animals downloadable social graphics
- Recognition on all social media contests, challenges and giveaways (to be secured)

# SOCIAL MEDIA SPONSORSHIP \$7,500 (CONTINUED)

## WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Award presentation on main stage and an opportunity for a company representative to speak
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card
- Walk Instagram stickers with your logo to be included on patrons Instagram story highlights

## POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)



# \$5,000 SPONSORSHIPS

## WE WELCOME THREE DIFFERENT SPONSORS AT THIS LEVEL:

### KIDS ZONE SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

**Kids Zone is a popular area at the Walk. It may include face painters, animal balloons, and other kid friendly activities and lots of fun for kids of all ages.**

- Logo or name on a Kids Zone banner displayed on the tent
- Logo on all promotions of the Kids Zone on the Walk website, social media and print
- Your sponsor booth will be placed adjacent to the Kids Zone
- Logo or name on the virtual Kids Zone section on Walk4theAnimals.com
- Logo or name on all downloadable Kids Zone activities

### DRAWS FOR PAWS SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

**Our online auction has become a popular way to win fabulous prizes on Walk Day.**

- Logo or name on online Draws for Paws auction website. Logo or name will be placed in between auction items listed on the website.
- Logo or name on all Draws for Paws gift certificate envelopes
- Logo or name on Draws for Paws banner displayed on the tent
- Logo on a button worn by Draws for Paws volunteers to assist Walkers registering and bidding on Walk Day

### REGISTRATION SPONSOR (1 SPONSORSHIP AVAILABLE)

**Our Packs, or teams, and Individual Walkers are an important part of the Walk. This sponsorship helps provide everyone with the materials they need before and during the Walk event while promoting your company.**

- Banner at the entrance to registration
- Logo or name on registration forms that guests fill out at registration tables
- Signage at Pack Photo location
- Logo on Pack Prize distributed to all qualifying Pack members *(if sponsorship is secured by 12/1/2025)*
- Logo or name in Pack Guide distributed to all Pack (team) Leaders

# \$5,000 SPONSORSHIPS (CONTINUED)

## ALL \$5,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

### PRE WALK

- Logo or name on 22,000 Walk Brochures,
- Logo on 7,000 Walk Pre-Brochures and 500 posters
- Recognition at Walk Pre-Events from September through February
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight including a video of a "pet of the week" highlighting your place of business
- Logo in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)
- Recognition as a sponsor in press releases
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Eight social media spots from September through January
  - Two Instagram Story Highlights
  - One Instagram Feed Post
  - One Instagram Reel
  - Two Facebook Story Highlights
  - One Facebook Reel
  - One Facebook Feed Post
  - One TikTok Video



### WALK DAY

- 1,200 Walk T-Shirts: company name or logo
- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and booth banner
- Logo or name on online Draws for Paws silent auction website
- Included on the Walk for the Animals in-person punch card

### POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)

# \$4,000 SPONSORSHIPS

## WE WELCOME THREE DIFFERENT SPONSORS AT THIS LEVEL:

### ANIMAL FIRST AID (1 SPONSORSHIP AVAILABLE)

**SOLD**

Our Animal First Aid team is available around the Walk site and on the Walk route to ensure there are no dogs in distress. You'll recognize them by their brightly colored first aid shirts.

- Logo or name on a banner at our mobile first aid unit
- Logo or name on Animal First Aid shirts worn by 15 of our veterinary staff
- Logo or name on any mention of our Animal First Aid team on social media posts

### START AND FINISH LINE SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

- Logo on two feather flags placed at the Walk's Start Line
- Logo on a banner at the Walk's Finish Line

### PHOTOGRAPHY SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

Our photo booth is one our most popular booths on Walk Day! You'll see thousands of people and their dogs being photographed.

- Logo or name included on the photo album HSBC will upload post-Walk
- Logo or name on photo booth signage
- Logo on a button worn by atleast 10 of our roving event photographers
- Sponsor booth placed adjacent to the photo booth



# \$4,000 SPONSORSHIPS (CONTINUED)

## ALL \$4,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

### PRE WALK

- Logo or name on 22,000 Walk Brochures
- Logo or name on 7,000 Walk Pre-Brochures
- Recognition at Walk Pre-Events from July through February
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Six social media spots from September through January:
  - One Instagram story highlights
  - One Instagram feed post
  - One Facebook story highlight
  - One Facebook feed post and
  - One Twitter Feed Post
  - One Linked In Feed Post



### WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Included on the Walk for the Animals in-person punch card



### POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)

# \$3,000 SPONSORSHIPS

## WE WELCOME FOUR DIFFERENT SPONSORS AT THIS LEVEL:

### WATER STOP SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

- Logo on banners placed along the Walk route at two water stops

### TOP FUNDRAISER SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo on the Top Fundraisers' banner located at the stage on Walk Day
- Logo or name included in Top Fundraisers' recognition posts on social media and Walk website

### DOG WATER TENT SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

- Logo on banner displayed at the popular Dog Water tent where dogs can enjoy a dip in the pools

### ENTERTAINMENT SPONSOR (1 SPONSORSHIP AVAILABLE)

- Logo or name on a banner displayed on the stage
- Name will be mentioned a minimum of five times from the emcees or DJ



# \$3,000 SPONSORSHIPS (CONTINUED)

## ALL \$3,000 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

### PRE WALK

- Logo or name on 22,000 Walk Brochures
- Logo on 7,000 Walk Pre-Brochures
- Recognition at Walk Pre-Events from September through February
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Five social media spots from September through January:
  - One Instagram story highlight
  - One Facebook story highlights
  - One Facebook feed post
  - One Instagram Feed Post
  - One LinkedIn Post

### WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Included on the Walk for the Animals in-person punch card

### POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)



# \$2,500 SPONSORSHIPS

## WE WELCOME FOUR DIFFERENT SPONSORS AT THIS LEVEL:

### S'WAG BAG SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

A banner with your company name or logo displayed at the busy S'Wag Bag tent

### GOLF CART SPONSOR (1 SPONSORSHIP AVAILABLE)

Your logo or name on signs on three roving golf carts

### PET BOUTIQUE SPONSOR (1 SPONSORSHIP AVAILABLE)

**SOLD**

A banner with your company name or logo at the popular HSBC Pet Boutique booth

### PUPPY PATROL SPONSOR (1 SPONSORSHIP AVAILABLE)

Your name or logo on Puppy Patrol vests worn by a minimum of 20 volunteers who walk around the park and on the Walk route making sure our paths are clean and picked up

## ALL \$2,500 SPONSORSHIPS WILL ALSO RECEIVE THE ITEMS BELOW:

### PRE WALK

- Logo or name on 22,000 Walk Brochures
- Recognition at Walk Pre-Events from September through February
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Four social media spots from September through January:
  - One Instagram story highlights
  - One Instagram Feed Post
  - One Facebook story highlight
  - One Facebook feed post

# \$2,500 SPONSORSHIPS CONTINUED

## WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Included on the Walk for the Animals in-person punch card

## POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)



# \$2,000 FURRY FRIEND

## PRE WALK

- Logo or name on 22,000 Walk Brochures
- Logo on Walk4theAnimals.com with link to company's home page
- Walk Wednesday Sponsor Highlight
- Recognition in HSBC lobby for eight weeks prior to Walk Day (approximately 25,000 visitors per month)
- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Two social media spots from September through January: one Instagram story highlight and one Facebook story highlight

## WALK DAY

- Sponsor booth on Walk Day: 10' x 10' tent, one 6' table, two chairs and a booth banner
- Included on the Walk for the Animals in-person punch card

## POST WALK

- Recognition as a sponsor in press releases
- Logo or name in an issue of our quarterly Paw Prints publication (circulation 11,000 per newsletter)



# BONE BOUTIQUE \$1,000

## BONE BOUTIQUE IS A ONE STOP SHOP FOR OUR VENDORS

- Opportunity to insert company-provided item into 2,000 S'Wag Bags distributed to Walkers
- Website recognition and link to your company's home page
- One Facebook story highlight

# S'WAG BAG INSERT \$500

- Do you want to reach over 2,000 people? We will insert an item, provided by you, into 2,000 S'Wag Bags that are distributed at pre-registration and at the Walk for the Animals. The item will be your choice and can be a branded item, brochure, coupon, pamphlet or any other item that will fit into our bags.
- One Instagram story highlight



# THINGS TO KNOW

SPONSORS ARE PRESENT AT THE WALK FOR THE PURPOSE OF COMPANY PROMOTION.

SPONSORS DO NOT SELL PRODUCTS ON WALK DAY BUT ARE WELCOME TO COLLECT NAMES AND PROMOTE OR SOLICIT.

ON WALK DAY AND POST-WALK.

SPONSORS AGREE TO HAVE THEIR BOOTH SET UP EARLY MORNING ON WALK DAY AND TO STAY FOR THE DURATION OF THE EVENT.

BREAKDOWN OF SPONSOR BOOTH CANNOT COMMENCE PRIOR TO NOON ON WALK DAY.

SPONSORS CANNOT PROMOTE OR PARTNER WITH OTHER COMPANIES OR ORGANIZATIONS AT THEIR BOOTH WITHOUT PRIOR WRITTEN ACKNOWLEDGMENT FROM THE HUMANE SOCIETY OF BROWARD COUNTY.

SPONSORS CANNOT PROMOTE ITEMS OR SERVICES THAT DIRECTLY CONFLICT WITH THE MISSION AND PRACTICES OF THE HUMANE SOCIETY OF BROWARD COUNTY.

WE WANT TO ENSURE THAT YOU ARE RECEIVING THE MOST CURRENT INFORMATION FOR YOUR WALK DAY PLANS.

PLEASE VISIT [WALK4THEANIMALS.COM](http://WALK4THEANIMALS.COM) FOR ANY ADDITIONAL UPDATES.



# WALK DAY SCHEDULE

**7:30AM: REGISTRATION OPENS**

**9:00AM: WALK BEGINS**

**THERE ARE LOTS OF THINGS TO SEE AND DO DURING THE EVENT, INCLUDING VISITING SPONSORS, ENTERTAINMENT, GAMES, PRIZE DRAWINGS AND MORE.**

**THE HUMANE SOCIETY OF BROWARD COUNTY RESERVES THE RIGHT TO MAKE CHANGES TO OUR SPONSORSHIP PACKAGES IF WE FEEL IT IS NECESSARY TO AVOID PUTTING ANYONE AT POTENTIAL RISK OF EXPOSURE OR DANGER OF ANY KIND. WE RESPECT AND APPRECIATE OUR SPONSORS, AND ASK FOR YOUR UNDERSTANDING AS WE PRIORITIZE SAFETY FOR ALL INVOLVED.**



# FORM A WALK PACK!

Make the Walk exciting for your employees, co-workers, family and friends by joining together to form a Pack. Invite people of all ages to be a part of this event while promoting team building and philanthropy.

A Walk Pack is a team made up of two or more people who join together to raise money for the animals. Any amount raised is appreciated and incentives are awarded at designated monetary levels.

Raising money as a group also has additional incentives. When teams reach official Pack Status of \$1,500 or more collectively, Pack Perks are awarded and include:

- Pack photo taken at the Walk for the Animals
- Entry into special prize drawings for all Pack members
- A Pack Prize awarded to each member of the team
- A custom sign to carry with you at the Walk with your name and logo

The more your Pack members earn, the more incentives they'll receive!

Businesses that form a Pack have found it to be a great way to display community involvement; something that many customers look for when choosing where to do business. Our loyal patrons will also see your dedication when you proudly display your sign on Walk Day.

It's easy to begin. Designate one person as the Pack Leader and have them register at [Walk4theAnimals.com](http://Walk4theAnimals.com). After that, others can register and join the Pack. We offer fundraising seminars at your place of business or at our shelter for those who would like to learn a little more about our organization, our Walk and learn some great fundraising ideas for you and your team. Everyone is welcome to attend.

For more information on forming a Pack, visit [Walk4theAnimals.com](http://Walk4theAnimals.com). You can also email [info@Walk4theAnimals.com](mailto:info@Walk4theAnimals.com) or call 954-266-6817.

# WALK TESTIMONIALS



“At Chewy, we’re passionate about supporting animals and making a positive impact in communities across the country. Humane Society of Broward County’s Walk for the Animals event creates an opportunity to celebrate all of the employees and volunteers who work tirelessly to give our furry friends a happy and healthy life leading up to adoption.”

- **Chewy.com**



“As a VCA Animal Hospital associate, our partnership with the Humane Society of Broward County is rewarding in many ways. Most of all, it is very satisfying to provide each new canine or feline adoptee some basic health care at no charge to the new pet parent. In doing so, we are taking part in giving a once vulnerable animal a great start to a healthy and happy life. In addition, VCA loves to participate in and celebrate the Walk for the Animals each and every year. To me, that is what community is all about; coming together and working together to do good. Having so much fun at the same time is just a bonus!”

- **Mark Thomas, Hospital Manager-VCA Hillsboro Animal Hospital #324**

# A LOOK BACK AT 2025



# BOARD OF DIRECTORS

**Chairman of the Board**  
**Christy Gumberg**

**Vice Chairman of the Board**  
**Steven. W. Hudson**

**Secretary**  
**Melody Saleh**

**Matt Katz**  
**Treasurer**

Thom Bambenek  
Barbi Barefield  
Barbara Brush  
Dawn Dellapina  
Christine Forman  
Nicole Fratarcangeli  
Bryan S. Greenberg  
Carolyn Lee  
Sheryl Maher  
Margaret Meldeau

Susan Penrod  
Ingrid Poulin  
Jennifer J. Robinson  
Susan A. Smith  
John R. Squitiero  
Jamie Taylor Stiles  
Julie Strauch  
Michelle Howland Sussman  
Jennifer Edwards White  
Nikki Winchester



**Board of Trustees**  
**Arnold Grevior\***  
**Barbara Grevior**  
**Marti Huizenga\***  
**Elaine Levine**  
**Al Sorensen\***

**President and CEO**  
**Christopher Agostino**

\*Deceased



## **Our Mission Statement**

Advocating for and improving the lives of animals by providing adoptions, community services, and education.

### **Humane Society of Broward County**

2070 Griffin Road, Fort Lauderdale, FL 33312

[info@Walk4theAnimals.com](mailto:info@Walk4theAnimals.com)—[Walk4theAnimals.com](http://Walk4theAnimals.com)

954-266-6817—[HumaneBroward.com](http://HumaneBroward.com)