



POPE MEMORIAL
HUMANE SOCIETY

Sponsorship and Program Overview





The Power of our Reach



Social Media



14,000+ followers
200,000+ accounts
reached



3,200+ followers
10,000+ accounts
reached



Website

100,000 average unique
page clicks per month

Most popular pages
Adoptable Dogs
Adoptable Cats



Reach

3,200+ weekly e-news
subscribers
6,000+ mailing list
subscribers
150+ active volunteers



Why support Pope Memorial Humane Society?

Pope Memorial Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales.

SUPPORTING POPE MEMORIAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to a highly-respected and award-winning animal welfare organization in Midcoast Maine, and its broad, passionate supporters
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education, and community support
- Attracting new customers

Ways to Support Pope Memorial Humane Society

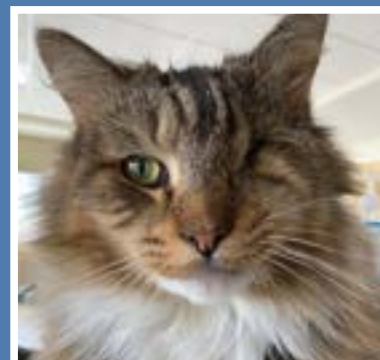
- Sponsorship opportunities
- Make a financial donation
- Plan a third party fundraiser with friends, family, and coworkers
- Provide in-kind donations such as treats, supplies, or enrichment toys for shelter animals, or silent auction items for special events.

DIY FUNDRAISING MADE EASY

Animals need our help year-round, and it's with your support that we can change the world for dogs, cats, and small animals in need. Whether it's a friendly office competition, a celebratory event, a team fitness challenge (or just because!), your business can use any occasion as an opportunity to fuel your own fundraiser!

With east-to-use tools, you can fundraiser on your own schedule, motivating your friends and family to give to something you love - animals!

Get started by visiting popehumane.org/give-now/other-ways-to-give





Signature Events

BARK + BREW IN THE BARN

The Pope Memorial Humane Society annual Bark + Brew in the Barn is a Midcoast favorite, bringing together our community of animal lovers, small businesses, and generous supporters. This party of the summer is a 21+ event with live music, a bar, tasty food from local food trucks, a silent auction, a puppy playpen, and more!

- Bark + Brew began as a 30th-anniversary celebration and turned into a signature event for Pope Memorial Humane Society.
- The 2024 Bark + Brew in the Barn will be the 4th annual event and is expected to grow, with 200+ attendees.
- Taking place on Saturday, July 13th, at Harmony Hill Farm in Warren, the 4th Annual Bark + Brew in the Barn is certain to be the party of the summer - tickets will sell out.

DEMOGRAPHICS

- This is a ticketed event for community members 21 years of age and older.
- The primary audience for Bark + Brew in the Barn is Millennials and Generation X, who want to give back to local causes they care about.



BARK + BREW IN THE BARN

Promotional Examples



In-Shelter Poster



Facebook Thank You Post



Save the Date Postcard



Weekly Tails E-newsletter



Event Program



Table Tent



Signature Events

BE KIND TO ANIMALS - KID'S DAY AT PMHS!

The annual Kid's Day event at Pope Memorial Humane Society has become a tradition for animal-loving families. A signature humane education event, Kid's Day at Pope Memorial Humane Society, is filled with activities centered around giving back to homeless pets in need, helping them get adopted, and raising awareness of being kind to all animals.

- Be Kind to Animals - Kid's Day began at PMHS in 2017, the first full year the shelter was in the new building.
- Kid's Day spans three hours and will see 300+ children and their families visit the shelter for fun and education.
- Always held the Saturday before Mother's Day, the kids are all invited to make a special craft for mom.

DEMOGRAPHICS

- A free event for kids throughout our community
- The primary audience for PMHS is women ages 35-65 years old. We see that trend continue on Kid's Day with parents/grandparents/guardians bringing their children for an afternoon of fun.



Signature Events

FESTIVAL OF LIGHTS CRAFT SHOW

The Festival of Lights Craft Show is an annual Midcoast tradition. Always held the Saturday after Thanksgiving, this event is part of a massive holiday celebration throughout the Midcoast community.

- More than 1,000 people attended the 43rd Annual Festival of Lights Craft Show in 2023.
- The Festival of Lights Craft Show has a minimum of 40 local crafters and artisans every year.
- There is a waiting list of crafters and artisans who want to have tables at the show.
- In addition to crafter table fees, Pope Memorial Humane Society raises money through entry fees, silent auction, and bake sale.

DEMOGRAPHICS

- The primary audience for PMHS is women ages 35-65 years old. We see that trend continue at the annual Festival of Lights Craft Show, with over 1,000 attendees.
- While many locals attend the event, we see a high number of attendees travel from the Capital Region, Downeast, and Greater Portland areas.



Signature Events

POPE MEMORIAL HUMANE SOCIETY PET ANGEL TREE

The Pope Memorial Humane Society Pet Angel Tree was launched in 2018. What began as a fun and festive way for the community to give back to homeless pets in need during the holiday season has turned into the largest donation drive of the year, ensuring the animals of PMHS have enough supplies to get through the chilly Maine winter months!

- In 2023 Ruckus Donuts, Laurel's Dolce Vita, and Affinity Nutrition hosted satellite trees for their customers to support homeless pets at PMHS.
- Over 1,000 tags are made each year.
- The PMHS community room is practically filled by the end of December with gifts for the animals.

DEMOGRAPHICS

- This is an all-ages project and event. Families, couples, friends, co-workers, students, and local business owners all support the PMHS Pet Angel Tree.



Other Events and Programs

There are several additional ways for your company to get involved! Please contact us if you're interested in sponsoring any of our other community programs or events:

Legacy Luncheon

The PMHS Legacy Luncheon is hosted locally every year to honor our Legacy Society Members. Legacy Society Members have included PMHS in their planned giving. Their gift has a profound and lasting impact on the quality of life for shelter animals

Moms and Toms Program

Through this program, PMHS offers free spay surgery for cats and dogs that have recently given birth. The mother and babies are fixed, and the mother is returned to the owner. The puppies/kittens are vaccinated, treated for worms and fleas, spayed/neutered when old enough, microchipped, and adopted into loving homes. If Dad resides in the same house, we'll fix him too. Working together, we help prevent future unplanned litters. Each situation is unique, and we work closely with families to help stop cycles of unwanted litters being born in our community.

Spay/Neuter Voucher Assistance

At PMHS, we promote spaying and neutering for pets to curb overpopulation, enhance pet health, and address behavioral issues. To assist low-income residents in our service area, we provide spay/neuter assistance vouchers, offering up to \$100 towards the procedure at participating local veterinary facilities.



Other Events and Programs

(continued)

There are several additional ways for your company to get involved! Please contact us if you're interested in sponsoring any of our other community programs or events:

Saint's Fund

Deciding when to let your pet go is a difficult decision. Pope Memorial Humane Society doesn't want financial hardship to be an issue when euthanasia is the most humane choice for a pet's quality of life. PMHS's Saint's Fund is available to pet owners residing in our service area who are facing financial hardship in affording the peaceful and humane euthanasia of their pet. PMHS provides pet owners a Saint's Fund voucher on a case-by-case basis with veterinarian approval to provide financial help for these procedures.

Pet Food Assistance

No one should struggle to feed their pet; for those who are, PMHS is here to help. Community members needing pet food support should call the shelter at 207-594-2200 to request food for their pets. Community members are asked to provide the number and type of pets needing food and the town where they reside. Then, we will set an appointment for food pickup. In addition to our food assistance program, PMHS also partners with Meals on Wheels of Knox County. When resources allow, PMHS regularly provides local pet food pantries with pet food, helping their community members.





2024 Sponsorship Opportunities

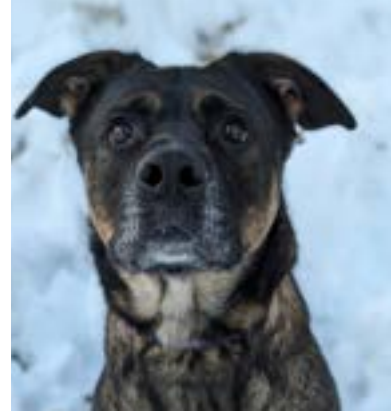
Every year, Pope Memorial Humane Society (PMHS) opens its doors to countless animals in need, providing them with a safe haven and a second chance. In 2023, that commitment was tested like never before, as we experienced a nearly 20% increase in animal intake, welcoming 1,350+ animals through our doors.

Despite this surge, PMHS remained unwavering in our mission. The PMHS open-admission policy ensures that no animal is turned away, regardless of health, age, or breed. Each receives the medical care they need, a warm bed, nutritious meals, and, most importantly, a chance to heal and find love.

This surge in need is a testament to the trust our community places in PMHS. But it also has stretched PMHS resources to the limit. PMHS relies on the generosity of individuals and businesses like yours to ensure the continued care of every animal who walks through the shelter's doors.

We urgently need your help to fulfill our commitment to these animals. Your generous sponsorship will directly impact their lives, providing:

- Essential medical care: From routine vaccinations to life-saving surgeries, ensuring every animal receives the treatment they need.
- Nutritious meals: Fueling their bodies and spirits as they await their forever homes.
- Compassionate care: Providing a safe and loving environment where they can heal and blossom.
- Adoption programs: Matching each animal with the perfect family, where they can finally experience the joy of forever love.

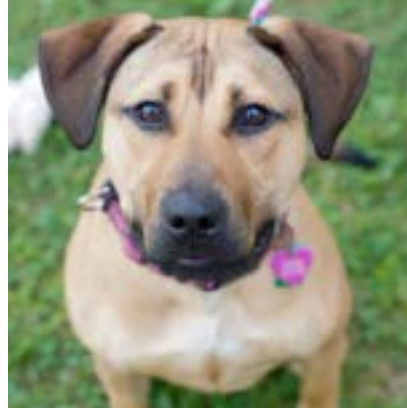


2024 Sponsorship Opportunities

Presenting Sponsor: \$5,000

- Pop-up kitten or puppy party for your staff (based on animal availability)
- Pet Adoption Event
 - Exclusive sponsorship of a pet adoption event with your business logo prominently displayed.
 - Naming rights for the event, e.g., "[Business Name] Pet Adoption Day."
- Pet of the Month
 - Sponsorship of the "Pet of the Month" program with the business logo featured in promotional materials and social media.
- Recognition in the newsletter and on the shelter's website.
- Your business logo featured as the top sponsor of a Low-Cost Rabies Vaccination Clinic at the shelter.
- Your business logo will be prominently featured on inserts included in over 1,000 adoption folders distributed to every person adopting from Pope Memorial Humane Society (PMHS).
- Facebook Live sponsor interview
- Name a litter of puppies or kittens!
- Behind-the-scenes tour of PMHS
- 2024 PMHS Sponsor Window Decal
- Four tickets to Bark + Brew in the Barn
- Annual Recognition Event – October 17th, 2024
 - Invitation to an annual recognition event to celebrate sponsors' contributions.
 - Awards/certificates of appreciation are presented to sponsors during the event.
- Most prominent logo on all promotional items, including adoption/event tote bags, posters, and more.
- Opportunity to work with the PMHS Volunteer Coordinator to plan a group volunteer outing at the shelter.
- Industry exclusivity

A sponsorship with Pope Memorial Humane Society goes beyond philanthropy; it's a strategic investment in employee engagement. Supporting a cause that promotes compassion and care fosters a positive workplace culture, enhancing employee morale and satisfaction. Happy employees contribute to a more productive and cohesive work environment.



2024 Sponsorship Opportunities

Gold Sponsor: \$2,500

- Pop-up kitten or puppy party for your staff (based on animal availability)
- Your business logo will be featured on inserts included in over 1,000 adoption folders distributed to every person adopting from Pope Memorial Humane Society (PMHS).
- Name a litter of puppies or kittens
- Behind-the-scenes tour of PMHS
- 2024 PMHS Sponsor Window Decal
- Two tickets to Bark + Brew in the Barn
- Annual Recognition Event – October 17th, 2024
 - Invitation to an annual recognition event to celebrate sponsors' contributions.
 - Awards/certificates of appreciation are presented to sponsors during the event.
- Second largest logo on all promotional items, including adoption/event tote bags, posters, and more.
- Opportunity to work with the PMHS Volunteer Coordinator to plan a group volunteer outing at the shelter.

Silver Sponsor: \$1,000

- Name a litter of puppies or kittens
- Two tickets to Bark + Brew in the Barn
- 2024 PMHS Sponsor Window Decal
- Invitation to exclusive sponsor party at PMHS (10/17/24)
- Logo on promotional items, including adoption/event tote bags, posters, adoption folder inserts, and more
- Opportunity to coordinate (with PMHS Volunteer Coordinator) an employee volunteer event at PMHS

Supporting Pope Memorial Humane Society is not just an investment in animal welfare; it's an investment in our community's compassion. By sponsoring, your business becomes a beacon of empathy, demonstrating a commitment to making a positive impact on the lives of both animals and people.



2024 Sponsorship Opportunities

Bronze Sponsor: \$500

- Invitation to exclusive sponsor party at PMHS (10/17/24)
- 2024 PMHS Sponsor Window Decal
- Business name listed on promotional items, including adoption/event tote bags, posters, adoption folder inserts, and more
- Opportunity to coordinate (with PMHS Volunteer Coordinator) an employee volunteer event at PMHS

Kennel/Condo Sponsor: \$250 - \$500

- For \$250, your company logo and business name can serve as sponsors for a cat condo or dog kennel for six months. Opt for a yearly commitment of \$500 to extend your sponsorship throughout the entire year.

Partnering with Pope Memorial Humane Society offers unique marketing opportunities. Your business gains exposure through various channels, including events, social media, and local press. This heightened visibility not only enhances brand recognition but also positions your company as a socially conscious leader in the community.

2024 Sponsorship Commitment

Business Name: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Sponsorship Level - Please Mark Your Choice

- Presenting - \$5,000
- Gold - \$2,500
- Silver - \$1,000
- Bronze - \$500
- Condo/Kennel - \$250

Enclose Check made out to PMHS, PO Box 1294, Rockland, ME 04841, or

Credit Card info:

Number: _____-_____-_____-_____ Expiration Date: ____/____ CVV Code: _____

Signature: _____

Logo- please email to kasey@popehumane.org

Questions? Please contact:

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www.popehumane.org

Find us on Facebook and Instagram

@popememorialhumanesociety

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