

HUMANE SOCIETY OF LONDON & MIDDLESEX

Sponsorship
Package

2026



**HUMANE
SOCIETY**
LONDON & MIDDLESEX



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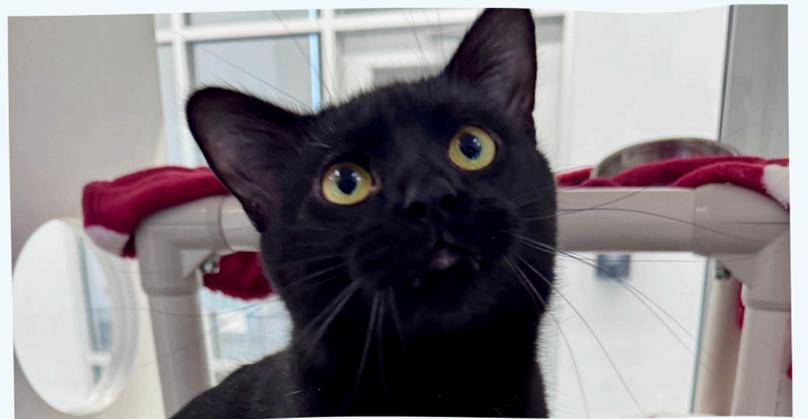
Who We Are

Founded in 1899, Humane Society London & Middlesex (HSLM) is a long-standing non-profit dedicated to helping animals in our community. We provide safe, temporary shelter for surrendered pets and support them until they find their new families. Our work is made possible through generous individual and corporate donors who share our commitment to animal welfare.

As a trusted local organization, we focus on compassionate care, education, and community partnerships to create a brighter, more humane future for animals and the people who love them.

Our Impact

- About 1,000 animals are provided shelter and care (including medical care) by Humane Society London & Middlesex each year.
- Humane Society London & Middlesex never euthanizes for space.
- Humane Society London & Middlesex provides animal care and control services for the Township of Adelaide-Metcalfe, the Municipality of Dutton Dunwich, and the Village of Newbury.
- No Empty Bowls, a pet food pantry program that HSLM adopted in February 2023, has provided food support to 4800+ animals in 2023 experiencing pet food insecurity.



This year, we have several exciting opportunities to get involved and join the HSLM Team! We are here to support you and your organization, to find the best fit at each event you pick. We offer a variety of levels for each event and an annual sponsorship which covers all events!

Opportunities to Engage

- **Spike to Support the Shelter**
- **Tails on Trails**
- **Winter Wonderland Open House**
- **Event Space Rentals**
- **Website Sponsor**
- **Pawsative Impact**
- **Corporate Experiences**
- **2027 Calendar**

The Team

Marianne Griffith Director of Development
mgriffith@hslm.ca
519-451-0630 ext 301

Jessica Da Silva, Manager of Development
jdasilva@hslm.ca
519-451-0630 ext 303

Victoria Zubick, Marketing and Community Coordinator
vzubick@hslm.ca
519-451-0630 ext 222



Spike to Support the Shelter

Title Sponsor – CLAIMED

Price: \$6000

Includes:

- Event naming rights
- Logo placement on event materials, banners.
- Online promotion, including event registration page, and social media.
- Recognition on all social media platforms.
- Placement on tournament t-shirts, player jerseys, and event signage.
- Recognition and opportunity to speak during opening and/or closing remarks.
- Option for a “booth” in the courtside welcome area.
- Includes complimentary team entry in the tournament

Tournament Shirt Sponsor CLAIMED

Price: \$2,000 or shirts in-kind

Includes:

- Logo placement on the front or back of the event shirts.
- Acknowledgment during games and mentions in the event program.
- Online promotion, including event registration page, and social media mentions (on host channels).
- Option to include a coupon or discount for your business inside the event goodie bags (should the host wish to create one).

Lounge (Game Room) Sponsor

Price: \$1500

Includes:

- Exclusive branding in the mezzanine lounge area – games provided by The Beach Hangar could include cornhole, ladder golf, giant Connect Four and more.
- Acknowledgment during announcements.
- Opportunity to provide products for tasting or sampling.
- Online promotion, including event registration page.

"Spike" Sponsors

\$1,000 – CLAIMED by Star Tech

Includes:

- Recognition as a Spike Sponsor on the Sponsor Thank You backdrop at Player Registration table.
- Logo placement in designated areas (for example, Main Floor Bar sponsored by [Sponsor Name], or Thank You Email at end of event to include exclusive offer from [Sponsor Name])
- Logo on online event registration page.

Scan to sign
up your team!



April 11th, 2026 – 12pm – 6pm
at the

THE Beach
Hangar

Spike to Support the Shelter



Court Sponsor (6 Available)

Price: \$750 per court
\$4500 for all 6

Includes:

- Logo placed on court – on the post padding, both sides of the net, forward view
- Acknowledgment during games and mentions in the event program.
- Online promotion, including event registration page, and social media mentions (on host channels).
- Courts naming in the online scheduling system

“Set” (entry-level) Sponsors

• Price: \$500

• Includes:

- Recognition as a Set Sponsor on the Sponsor Thank You backdrop at Player Registration table.
- Small logo placement on online event registration page.

Prize Sponsor

Price: \$500 (plus actual prizes) or \$2,000 (if covering the cost of prizing)

Includes:

- Can be prizes for the winning team in each division of the tournament or prizes for fun awards that host chooses to present as part of the tournament, or both!
- Recognition during opening and closing remarks, plus opportunity to make the prize presentations to the winners.
- Online promotion, including event registration page.

Trophy Sponsor

Price: \$500

Includes:

- Branding on the tournament trophies.
- Recognition during opening and closing remarks, plus opportunity to make the prize presentations to the winners.
- Online promotion, including event registration page.

50/50 Raffle Sponsor

Price: \$1,000

Includes:

- Half of Sponsor payment starts the pot.
- Recognition as the raffle/auction sponsor during the event.
- Logo placement on 50/50 signage around the venue.
- Online promotion, including event registration page.

Silent Auction Sponsor

Price: \$100+ per donated gift

Includes:

- Signage on the auction table.
- Silent Auction Sponsor Recognition Banner/board
- Link to silent auction from event registration if using an online auction service



Presenting Sponsor

\$8,000 CLAIMED

Benefits

- Presented by "Your Name" on all event media.
- Logo on all main materials, top placement.
- Speaking Opportunity at Kick-Off and Closing Remarks
- Prominent Booth Space
- 10 Complimentary Entries



Lead Trail Sponsor

CLAIMED \$5000

1 Available

Benefits

- Logo on all marketing and event materials
- Logo on start and finish line banner
- Sponsorship acknowledged on social media
- Booth space at event
- 8 complimentary spaces

Purrfect Path Sponsor

CLAIMED \$3000

1 Available

Benefits

- Logo on all marketing and event materials
- Logo on route signage, 1k and 5km
- Sponsorship acknowledged on social media
- Booth space at event
- 6 complimentary spaces

Rainbow Bridge Sponsor

CLAIMED \$2000

1 Available

Benefits

- Logo on all marketing and event materials
- Sponsorship acknowledged on social media
- Booth space at event
- Partnership shared on website

T-Shirt Sponsor

CLAIMED \$2000
or purchase and shipment of t-shirts

1 Available

Benefits

- Logo on all t-shirts
- Logo on marketing and event materials
- Sponsorship acknowledged on social media
- Partnership shared on website

Happy Paws Supporter

\$1000

1 Available

Benefits

- Logo on all marketing and event materials
- Sponsorship acknowledged on social media
- Booth space at event
- 4 complimentary spaces

Water Bowl Sponsor

\$750

3 Available

Benefits

- Logo at Water Stations throughout route
- Logo on welcome desk
- Logo on website
- Sponsorship acknowledged on social media





Good Pup Patron \$500

Unlimited Benefits

- Logo on website
- Logo on sign-in desk
- Sponsorship acknowledged on social media

Raffle Prize \$150+

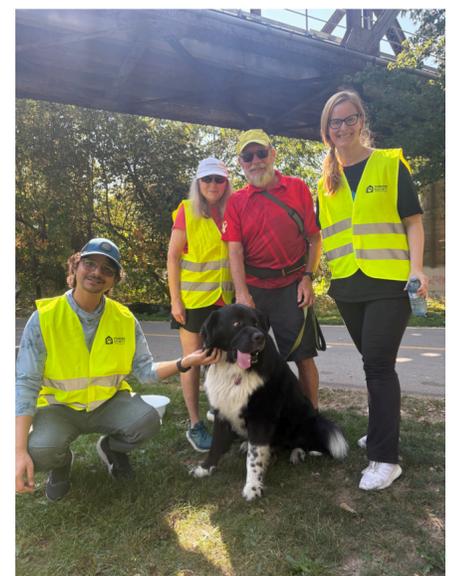
Unlimited Benefits

- Donate an item worth over \$150 to be featured in all Raffle Prize Marketing materials and social media posts

Event Vendor \$100

20 Available Includes

- Space at the event square, before, during and after the race
- Opportunity to sell your goods
- Vendor list available on our website
- Vendor sneak peaks to be shared via social media



Event Details
Springbank Park
October 17th
10am-2pm



Winter Wonderland Open House

Presenting Sponsor \$4,000

Benefits

- Presented by "Your Name" on all event media, including website.
- Logo on all main materials, top placement.
- Speaking Opportunity during event
- Prominent Booth Space

50/50 Sponsor \$2500

1 Available Benefits

- Benefits for Sponsors
- Logo on the event page
- Your business name attached to all mentions of the 50/50.
- Social media posts
- Logo on event day signage
- Complementary 10 x 10 Booth
- Special thanks social media shoutout



Holiday Treat Sponsor \$1500

or treats for the event

1 Available Benefits

- Logo on event website
- Logo at treat station
- Sponsorship acknowledged on social media
- Booth space at event



Hot Cocoa Sponsor \$500

1 Available Benefits

- Logo on event website
- Logo at hot chocolate station
- Sponsorship acknowledged on social media
- Booth space at event

Event Vendor \$50

20 Available Includes

- Booth space at the market
- Opportunity to sell your goods
- Vendor list available on our website
- Vendor sneak peaks to be shared via social media



OPPORTUNITY FOR ANNUAL SPONSORSHIP

We understand that making a decision on which events to support can be a challenge. To help with this, we are offering an annual sponsorship opportunity.

For a **\$4000** sponsorship, you will be added to all event material as a general sponsor of events!

This will include:

- Social media mention for all sponsorship event recognition
- Logo on event pages
- Recognition on all event material
- Opportunity to attend all events with 2 complementary tickets for each event.

Three Main Events

Spike to Support the Shelter

Tails on Trails

Winter Wonderland Open House



Event Space Rentals



Event space for corporate events and parties! Great for meetings, educational sessions, and celebrations.

Details

Fully Furnished Corporate Space

AV Equipment Included:

- Speakers
- Microphone
- Projector
- Screen
- HDMI Cable

Catering packages available on request.

Room	Time	Rate
Canada Life Room 10 people	4 hours 8 hours	\$100 \$175
Education Room	4 hours 8 hours	\$250 \$400
Both	4 hours 8 hours	\$300 \$500



Website Sponsor

**Dog Adoptions
Sponsor
\$5000**



Our website has heavy traffic on our adoptions page, averaging x visits per a day.

**Cat Adoptions
Sponsor
\$5000**



Part of our annual sponsorships this year will be the opportunity to feature your company logo, with a link to your website on the adoptions page of your choice!

**Critter Adoptions
Sponsor
\$5000**



We will accept up to four logos per adoptions page.

**Logo
Featured
Here**



519-451-0630 [Report Cruelty](#) [Donate Now](#)

HUMANE SOCIETY [About](#) [Donate](#) [Adopt](#) [Services](#) [How To Help](#) [Events & Programs](#) [50/50 Winter Raffle!](#)

Dogs & Puppies [Home](#) / [Adopt](#) / [Dogs & Puppies](#)

Dogs Available For Adoption

Please click on the photos below to learn more about each dog. All available dogs are listed here. We encourage interested adopters to check the website frequently for updates.

In person Dog Adoption Application Submission (WAIVED) – please forward filled applications to adoptions@hslm.ca

- [Download Dog/Puppy Adoption Form here](#)
- Once the form is completed, please email our Adoptions Team at adoptions@hslm.ca

Pet surrenders, please call: 519-451-0630 x232 or x233.

HSLM Adoption Process

 Logan 2000166314 Dog Male/Neutered German Shepherd/Collie, Smooth 1 year 7 months	 Minnie 2000235986 Dog Female/Spayed German Shepherd/Mix 3 years 10 months	 Jax 2000299543 Dog Male/Neutered German Shepherd/Retriever, Labrador 3 years 6 months	 Johnny 2000344271 Dog Male/Neutered German Shepherd/Siberian Husky 8 months	 Ynu 2000360591 Dog Male/Neutered Pug/Miniature Pinscher 3 years 1 month
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Adoption Fees [▼](#)

Payment Options [▼](#)

Our Animal Return Policy [▼](#)

Surrendering A Pet [▼](#)

Sign up for our newsletter
You can unsubscribe at any time. [Sign Up Today](#)



Pawsative Impact



Support HSLM with ongoing engagement and activities, by joining our new program. Support your staff and build community with our employee engagement program!

Take the “one and done” out of business giving and create long lasting, meaningful relationships for your business, staff, stakeholders and customers.

Steps

1. Employers Register for the program
2. HSLM Presents need, and company provides staff the opportunity for paycheck deduction for donation
3. Employees have optional match
4. HSLM will provide support and onboarding package for employees, with annual shelter updates.

Donation Milestone

\$5000

Staff engagement activity for up to 20 at our facility

\$10,000

Selection of branded HSLM merchandise for top 20 contributing staff members and mention on our social media reach of over 60,000

\$20,000

BBQ and pet visit at our facility for up to 50 staff

We offer

- Communications templates for onboarding and registration, as well as quarterly updates and bulletin board or newsletter ready content for continued engagement with a focus on inspiring stories and impact
- Sharable content for public facing website or social media campaigns to share your businesses involvement in the program.
- Track donations cumulatively and offer rewards for milestone donation levels, including staff engagement days, volunteer opportunities,
- Branded merchandise and acknowledgement in our annual reporting and social media campaigns





Pawsative Impact



More ways to get involved

Join us for a corporate experience!

We offer the opportunity to bring your organization for a corporate experience. For two hours, your employees can come to the shelter, learn about how we support the community and volunteer in teams in different areas.

Corporate Experiences Options:

- Tour of Facility
- Presentation on areas of the shelter
- Animal Connection with Cat Socialization
- Enrichment Toys Activity
- Volunteer Work with No Empty Bowls Program
- Volunteer Work with Marketing and Merchandise
- Volunteer Work with Fund Development and Donor Card writing

Experiences start at donations of \$1000.



Depending on the timeslot chosen, can request catering for before or after programming lunch which can be held in the education facility.



2027 Calendar

Why?

Each year, our dedicated supporters eagerly anticipate the release of the HSLM Calendar. It not only offers an opportunity for passionate individuals to support at-risk animals in our community, but also serves as a meaningful way to advocate for animal welfare while enjoying a beautiful keepsake.

Benefits

- Your business name, logo, and website link on HSLM's website (17,686 website visits per month)
- A 8.5" (L) x 3" (W) advertisement in our 2027 calendar (250 calendars sold last year)
- Social media recognition across HSLM platforms (46,000 Facebook followers and 25,000 Instagram followers)

**January
Ad Space**
\$500

**February
Ad Space**
\$500

**March
Ad Space**
\$500

**April
Ad Space**
\$500

**May
Ad Space**
\$500

**June
Ad Space**
\$500

**July
Ad Space**
\$500

**August
Ad Space**
\$500

**September
Ad Space**
\$500

**October
Ad Space**
\$500

**November
Ad Space**
\$500

**December
Ad Space**
\$500



48,000

Followers

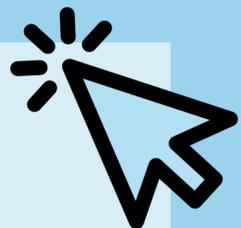
1.2M

Overall Views Per Month



23,654

Newsletter Subscribers



17,686

Website Visits Per Month



25,300

Followers

357,116

Overall Views Per Month

