



# 2024 SPONSORSHIP OPPORTUNITIES

4.27.2024 | 11 A.M. - 2 P.M.



# Sponsor Kitten Shower to Help Your Local Community!



Last year, feline fanatics like you helped turn the tide for thousands of in-need animals while providing an excellent free-to-the-community, family-friendly event centered around our purr-fect companions. Kitten Shower celebrates the start of Kitten Season and all proceeds benefit Austin Humane Society's lifesaving programs that support animals and people in need within the Central Texas community.



## 2023 KITTEN SHOWER HIGHLIGHTS

- 22 vendors came out to Kitten Shower in 2023, providing goods, services, and fun times to the community!
- Last year, more than 500 people came out to Kitten Shower and we expect many more to join us in 2024!
- We raised over \$20,000 to help our furry friends and adopted out every kitten that was featured at the event.
- Cakes ROCK!!! took home the gold in our 2nd Annual Kitten Shower Bake-Off from a field of eight of Austin's most talented bakers!

**Make an impact today! Sponsor by filling out the attached form or visiting [austinhumanesociety.org/kittenshower](https://austinhumanesociety.org/kittenshower).**

\*Sponsorship agreements are due by Monday, April 8th to secure promotion prior to the event date.

**Can't attend?** Contact our Events Team at [events@austinhumanesociety.org](mailto:events@austinhumanesociety.org) for other ways you can be involved and help us fundraise for AHS' cats!



# Kitten Shower Sponsorship Levels



	Presenting	Captain Cat	Meow Mate	Whisker Wonder	Feline Fanatic	Purr-Fect Peddler
Gift level	\$5,000	\$2,500	\$1,500	\$750	\$500	\$250
Recognition as the Presenting Sponsor across all event listings and media outlets	✓					
Inclusion in press release	✓					
Kennel sponsorship	✓					
Recognition in AHS' e-newsletter	✓	✓				
Recognition on AHS' social media accounts	✓	✓	✓	✓	✓	
Logo listing on Kitten Shower web page	✓	✓	✓	✓	✓	✓
Booth at event	✓	✓	✓	✓	✓	✓
Tickets to Kitten Yoga (May 11 and June 1)	6	4	2			
Tickets to Whiskers & Wine (May 16)	6	4	2	2		
Tickets to Bake-Off at Kitten Shower	6	4	2	2	2	1

**E-NEWSLETTER**  
Sent to **18,000**  
email inboxes

**SOCIAL MEDIA**  
**46k** Facebook followers and  
**25.6k** Instagram followers

**WEBSITE**  
**100,000+**  
views each month

**All proceeds benefit Austin Humane Society's lifesaving programs that support animals and people in need within the Central Texas Community.**

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# Additional Sponsorship Opportunities



## Only one available for each level

### Bake-Off Sponsor (\$3,000)

- Logo recognition on Kitten Shower website.
- Logo on signage at Kitten Shower's 3rd Annual Bake-Off.
- Recognition as the Bake-Off Sponsor on AHS' social media and e-newsletter.
- Recognition at the event. Opportunity to present the winner of the Bake-Off.
- Two VIP Passes to Kitten Shower.

### Education Sponsor (\$2,500)

- Logo recognition on Kitten Shower website.
- Logo on signage at the education sessions on kitten care during Kitten Shower.
- Recognition as the Education Sponsor on AHS' social media and e-newsletter.
- Verbal recognition at Kitten Shower's educational sessions.
- One VIP Pass to Kitten Shower.

### Beverage Sponsor (\$2,000)

- Logo recognition on Kitten Shower website.
- Logo on signage at Kitten Shower's bar areas.
- Recognition as the beverage sponsor on AHS' social media.

### Kid-Zone Sponsor (\$1,500)

- Logo recognition on Kitten Shower website.
- Logo on signage at the Kitten Shower Kid-Zone.

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# Can't Participate, but Love Cats?



If you can't make it to Kitten Shower, there are other ways to make it rain for our favorite felines!

## In-kind Donation

Donate products or services to help AHS keep Kitten Shower costs down while bringing your company brand awareness—a win-win!

- Provide an activity in our Kid-Zone (e.g. Cornhole Boards)
- In-kind donation of event supplies

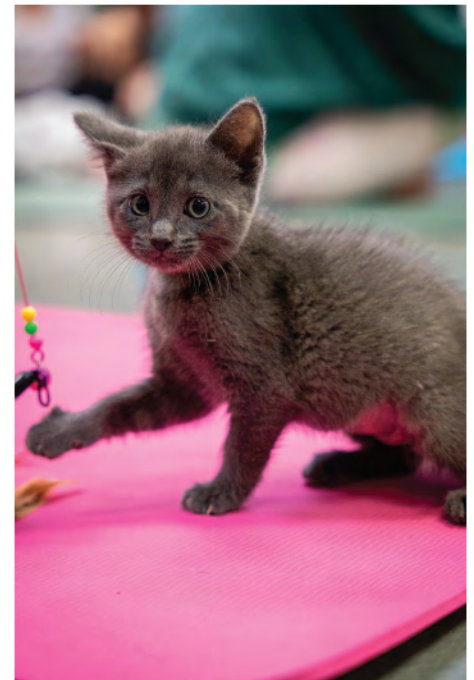
## Make a Donation

Make a donation to help us off-set the costs of Kitten Shower and support our mission.



## Percentage of Sales

Consider donating a percentage of sales or get creative and make a Kitten Shower-themed menu item with proceeds going back to benefit the animals of AHS.



# Kitten Shower Bake-Off



Make biscuits with our kittens! Our 3rd Annual Bake-Off is here and we're looking for competitors to come and show off their paw-some pastries. Last year, eight competitors came to support our great cause and Cakes ROCK!!! took home the win. This year, it could be your turn to win what some call the cutest bake-off in the world.

Each competitor will provide 200 bites of their delectable creations and our attendees will vote on the one that whisker'd them away. The competition is from 11 AM-1 PM with the winner being announced at 1:30 PM.

The winner will receive a kennel sponsorship through the AHS' Adopt-a-Kennel program (a \$2,500 value). Their logo and name will be proudly displayed on a customized plaque viewed by over 32,000 annual visitors to our shelter.

**Ready to bake? Well, warm up your ovens! Sign up to participate by e-mailing our events team at [events@austinhumanesociety.org](mailto:events@austinhumanesociety.org).**

\*Participation agreements are due by Monday, April 8th to secure promotion prior to the event date.



## PREVIOUS BAKE-OFF COMPETITION WINNERS

**2023**

**Cakes ROCK!!!**

**2022**

**La Patisserie**



# Kitten Shower Sponsorship Form



Please complete, return, and e-mail a high resolution image of your logo to [events@austinhumanesociety.org](mailto:events@austinhumanesociety.org) by April 8th.

Contact Name	Company/Organization (Print Listing)	
Address		
City	State	Zip
Phone	Email	
Instagram Handle	Facebook Handle	

I would like to support the Austin Humane Society by participating with the following:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$5,000 Presenting   | <input type="checkbox"/> \$2,500 Captain Cat  | <input type="checkbox"/> \$1,500 Meow Mate       |
| <input type="checkbox"/> \$750 Whisker Wonder | <input type="checkbox"/> \$500 Feline Fanatic | <input type="checkbox"/> \$250 Purr-Fect Peddler |
| <input type="checkbox"/> In-kind Donation     | <input type="checkbox"/> Percentage of Sales  | <input type="checkbox"/> Bake-Off Competition    |

Description of Items	\$ _____
	Item Value

I cannot attend but would like to support with a gift of \$ \_\_\_\_\_

CC#	Exp	CSV
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Signature	Date
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**Please submit to:**

Austin Humane Society  
ATTN: Kitten Shower  
124 W. Anderson Lane  
Austin, TX 78752  
[events@austinhumanesociety.org](mailto:events@austinhumanesociety.org)



**For additional information:**

AHS Events Team  
[events@austinhumanesociety.org](mailto:events@austinhumanesociety.org)  
[www.austinhumanesociety.org/kittenshower](http://www.austinhumanesociety.org/kittenshower)  
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