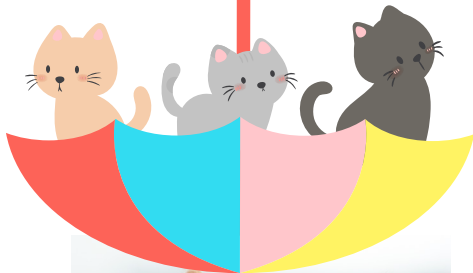


8th Annual

Kitten Shower



Presented by:

**HERITAGE
RANCH**
BY H-E-B



NICHOLAS J. JURIED
FAMILY FOUNDATION
"Making a Difference"



MAY 14
2022



SPONSORSHIP OPPORTUNITIES



BECOME A KITTEN SHOWER SPONSOR!

The Austin Humane Society's 8th Annual Kitten Shower, presented by H-E-B and the Nicholas J. Juried Family Foundation is a kitten-themed, family-friendly community event featuring adorable kittens and cats, kitten yoga, children's activities, a bake-off competition, kitten donation drive, and paw-some local vendors. In 2021, our Kitten Shower went virtual, so we are very excited to be back in person this year! Last year we raised \$20,000 and collected hundreds of much-needed supplies to help the Austin Humane Society prepare for the annual kitten season, where we will see upwards of 2,500 kittens come through the shelter doors. Kitten Shower is critical for our team to be able to provide the round-the-clock medical care these kittens need to survive.

2020 VIRTUAL KITTEN SEASON



**\$11K
RAISED**



- Social media kitten videos
- Rescue reading to momma cats
- Bottle baby feeding videos

**SPONSOR A
MOMMA CAT**

FOR
MOTHER'S
DAY TO
HONOR
MOM!





WE FOUND
LOVING HOMES
FOR OVER
**1,000
KITTENS**



2021 VIRTUAL KITTEN SEASON



**\$20K
RAISED**

NEW 2021 VIRTUAL ACTIVITIES



WHISKEY &
WHISKERS 2021

KITTEN
YOGA



K I T T E N B I N G O



**1,100
KITTENS SERVED**



**BY PROVIDING
THEM FOOD,
SHELTER, AND
MEDICAL CARE**

Now is your chance to join the 8th Annual Kitten Shower and make an impact today. To become a sponsor for this event, please fill out the attached form or visit bit.ly/KittenShower2022.



SPONSORSHIP LEVELS

\$5,000 SPONSOR - PRESENTING

- Recognition as the Presenting Sponsor across all event listings and media outlets – print, online, television and radio
- Inclusion in all press releases
- Premium logo placement at event
- Multiple recognitions and logo listings in the eScoop, AHS' weekly e-newsletter (distributed to 33k+ animal lovers)
- Recognition and logo listing across all AHS social media outlets at event and leading up to event – Facebook (43k+ followers), Instagram (21k+ followers) and Twitter (9,000+ followers)
- Recognition and logo listing on official Kitten Shower web page and in follow-thank you email
- Sponsor of a kennel in AHS Kitten Nursery including monthly updates on the kennel's adorable kittens (in September you'll receive an end-of season kennel update)
- Booth at event in premiere location (2 tables and 4 chairs provided). Sponsor is welcome to bring their own branded 10x10 tent, otherwise one will be provided by AHS.
- Opportunity to provide V.I.P. guests with giveaways in our V.I.P. swag bag (minimum 100)

\$1,500 SPONSOR - MEOW MATE

- Inclusion in press release
- Logo placement at event
- Recognition and logo listing in the eScoop, AHS' weekly e-newsletter (distributed to 33k+ animal lovers)
- Recognition and logo listing across all AHS social media outlets at event and leading up to event – Facebook (43k+ followers), Instagram (21k+ followers) and Twitter (9,000+ followers)
- Recognition and logo listing on official Kitten Shower web page and in follow-up thank you email
- Booth at event (1 table and 2 chairs provided). Sponsor is welcome to bring their own branded 10x10 tent, otherwise one will be provided by AHS.
- Opportunity to provide V.I.P. guests with giveaways in our V.I.P. swag bag (minimum 100)

\$750 SPONSOR - FELINE FANATIC

- Recognition and logo listing across all AHS social media outlets at event and leading up to event – Facebook (43k+ followers), Instagram (21k+ followers) and Twitter (9,000+ followers)
- Listed on official Kitten Shower web page and in follow-up thank you email
- Logo on select Kitten Show signage
- Booth at event (1 table and 2 chairs provided). Sponsor is welcome to bring their own branded 10x10 tent, otherwise one will be provided by AHS.
- Opportunity to provide V.I.P. guests with giveaways in our V.I.P. swag bag (minimum 100)

\$150 SPONSOR - PURR-FECT PEDDLER

- Listed on official Kitten Shower web page and in follow-up thank you email
- Listed on select Kitten Shower signage
- Booth at event (1 table and 2 chairs provided)
- Opportunity to provide V.I.P. guests with giveaways in our V.I.P. swag bag (minimum 100)





ADDITIONAL SPONSORSHIP OPPORTUNITIES

KITTEN YOGA SPONSOR

As the presenting sponsor, we are seeking a yoga instructor to provide 2 live yoga sessions (10 a.m. and 11 a.m.) on the same day. Benefits will include:

- Name included in all event promotion
- Logo on Kitten Shower website
- Logo on select Kitten Shower signage
- Recognition and logo listing in the eScoop, AHS' weekly e-newsletter (distributed to 33k+ animal lovers)
- Recognition and logo listing across all AHS social media outlets at event and leading up to event – Facebook (43k+ followers), Instagram (21k+ followers) and Twitter (9,000+ followers)

OTHER WAYS TO DONATE

IN-KIND SPONSORSHIP

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

SWAG BAG

Donate items or coupons for our paw-some V.I.P. swag bags. With a swag bag donation your brand or product will be seen by hundreds of animal lovers (minimum 100 items required)

PERCENTAGE OF SALES

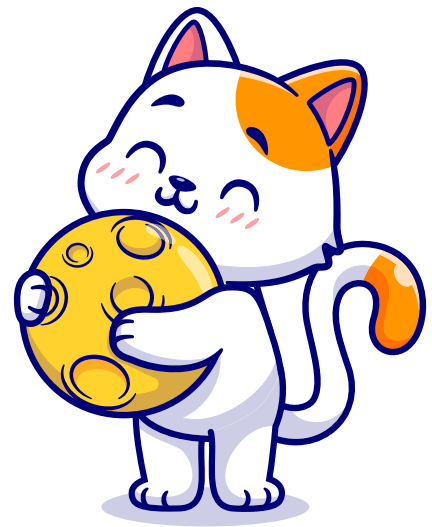
Can't participate in Kitten Shower? Please consider donating a percentage of sales or get creative and make a Kitten Shower-themed menu item with proceeds going back to benefit the animals of AHS.





THE BAKE-OFF

The ultimate baking battle is coming to AHS! Join us for our inaugural Bake-Off where local bakers will enter their most decadent bite and let the judges decide who will win this year's competition. Each competitor is required to provide 150 bites and be onsite from 1 p.m. to 3 p.m. on May 14th. The winner of this delicious competition will not only receive bragging rights, but have their name and logo proudly displayed on a kennel at the shelter through our Adopt-a-Kennel program. Each plaque is seen by over 32,000 visitors annually. To sign up for this battle of decadence, email our events team at events@austinhumanesociety.org.





KITTEN SHOWER SPONSORSHIP FORM

Please Complete and Return

Contact Name

Company/Organization (Print Listing)

Address

City

State

Zip

Phone

Email

Yes, I would like to learn more about other ways to support the Austin Humane Society

Signature

Date

\$5,000 Presenting

\$1,500 Meow Mate

\$750 Feline Fanatic

\$150 Purrfect Peddler

Kitten Yoga

Bake-off Competitor

In-kind Sponsorship

Swag Bag

Percentage of Sales

.....

Please submit to:

Austin Humane Society
Attn: Kitten Shower
124 W. Anderson Lane
Austin, TX 78752
events@austinhumanesociety.org

For additional information:

AHS Events Team
events@austinhumanesociety.org
512-685-0118