

2025 Sponsorship Opportunities



About KHS

The Kentucky Humane Society is a champion for companion animals and the people who love them. Through leadership, education and proactive solutions, we are creating more compassionate communities. Founded in 1884, KHS is the oldest and largest animal welfare agency in the state thanks to private supporters. As the area’s number one resource for pets and services to help them, KHS is dedicated to improving the welfare of companion animals.

Join us in Making a Difference

At the Kentucky Humane Society (KHS), we recognize the power of collaboration and are excited to offer sponsorship opportunities that align your business and brand with a meaningful cause. By partnering with KHS, your company will not only enhance its visibility and brand reputation but also make a significant impact in animal welfare.

As a sponsor, you’ll have the chance to showcase your commitment to the community, engage with our audience, and join us in creating lasting, positive change for animals in our community. We are happy to create customized sponsorship opportunities as well. Together, we can achieve success for your business while supporting our shared mission to help animals in need.

Partner Perks: Expand Your Marketing and Media Reach

KHS has an impressive social media reach with an active and engaged following.

 170,000 Facebook followers	 41,000 Instagram followers	 38,000 TikTok followers	 19,000 Twitter followers
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We also partner with local television and broadcast outlets. Our events are regularly covered and advertised in local and regional digital/print publications.



Television



Digital outlets



Radio



Print publications



In addition, the KHS Paw Street Journal quarterly magazine is sent to 18,500 households and our Kennel Chronicles newsletter is sent monthly to over 80,000 subscribers.

Signature KHS Events



Waggin' Tail on the Waterfront

Held in June at Waterfront Park's Festival Plaza, this popular festival is pet friendly and has activities for guests of all ages.



Tuxes & Tails Gala

Held in August, Tuxes & Tails Gala is one of Louisville's premier events. Enjoy an evening with dinner, a complimentary bar, dancing, raffles, silent and live auctions and adorable adoptable animals.



Pars for Pets

Take a swing for shelter pets in October and enjoy a day of golf, lunch, contests and a cocktail reception.

Waggin' Tail on the Waterfront

Sunday, June 1, 2025

Waterfront Park's Festival Plaza

Join us for our 31st Waggin' Tail on the Waterfront! Since its inception, this dog-friendly festival has raised over \$1 million to support KHS's life-saving programs, and for 2025, our goal is to raise \$100,000. Waggin' Tail on the Waterfront brings together families, neighbors and their beloved dogs for a day of fun and excitement. Attendees can explore vendor booths, enjoy live music and indulge in delicious food and drinks from local food trucks. Sponsoring this event offers high visibility to over 1,000 attendees and pets in the Kentucky community.

Sponsorship Levels

\$15,000 Platinum Collar Sponsor

\$10,000 Emerald Collar Sponsor

\$5,000 Gold Collar Sponsor

\$2,500 Silver Collar Sponsor

\$1,000 Bronze Collar Sponsor



Tuxes and Tails Gala

Saturday, August 9, 2025
Louisville Marriott Downtown

The Tuxes and Tails Gala is our premier fundraising event, featuring an evening of appetizers, an open bar, silent and live auctions, dinner, live music, fun games and adorable adoptable animals. Join us for our 32nd year by sponsoring this unforgettable evening. You'll provide a memorable experience for our guests and gain valuable exposure for your business to an audience of over 600 high-level donors.

Sponsorship Levels

- \$20,000 Presenting Sponsor
- \$15,000 Signature Sponsor
- \$13,000 Dinner Sponsor
- \$10,000 Emerald Sponsor
- \$5,000 Gold Sponsor
- \$3,000 Silver Sponsor
- \$2,000 Bronze (Table) Sponsor



Pars for Pets

Monday, October 13, 2025

University of Louisville Golf Club

Join us for the 2025 Pars for Pets golf scramble at the University of Louisville Golf Club. Our fifth annual event offers foursomes a fun-filled day of golf, games and giving back to animals in need. Golfers enjoy lunch, a cocktail reception, and the chance to win fantastic raffle prizes! As golfers navigate the course, various holes present unique opportunities to participate in exciting games that enhance the experience. Sponsoring Pars for Pets gives your business valuable visibility to an audience of over 100 influential donors.

Sponsorship Levels

- \$10,000 Presenting Sponsor
- \$5,000 Exclusive Lunch Sponsor
- \$5,000 Gold Sponsor
- \$3,500 Cocktail Reception Sponsor
- \$2,500 Silver Sponsor
- \$1,000 Foursome
- \$200 Hole Sponsor



Equine Sponsorship Opportunities

Stall Sponsorship: \$5,000

With a \$5,000 investment, we can refurbish one stall to improve functionality and enhance safety for both animals and handlers. This renovation will improve the animals' well-being, facilitate more positive public engagement by incorporating a new grill-style front, and offer long-term cost savings. The project, completed by our Equine Maintenance Staff over approximately 12 weeks, will also reflect positively on our facility, potentially attracting new supporters.

Equine Assisted Learning

Take a break from the office and join us for experiential learning at the Kentucky Humane Society's Willow Hope Farm in Simpsonville, KY, with an Equine Assisted Learning (EAL) session! EAL offers engaging, group-focused activities with horses designed for team building, leadership development, and group productivity, or simply to foster better connections. Each activity is followed by a debrief to explore how lessons learned apply to other areas of life, with sessions customized to your goals. Set on a working horse farm, home to rescue horses in rehab and training, this inspiring day includes hands-on activities (no riding, and no horse experience required) in a peaceful, scenic setting.

- **Full-day: \$2,500**
 - Morning session
 - Lunch and learn w/tour to meet rescue horses
 - Afternoon session
- **Half-day: \$1,500**
 - Morning session
 - Lunch not included
 - Brief farm tour upon conclusion of session



Additional Sponsorship Opportunities



Pet Calendar Contest

For a donation per photo submission, this contest is open to anyone interested in submitting a picture of their adorable animal. Photos are collected June-August and 11 winners and 36 runners-up are selected. Over 8,000 calendars are distributed to KHS supporters and sold online at KHS locations and Feeders Pet Supply stores. A sponsor's logo and business information is included in the calendar.

Sponsorship Levels

- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor



Host a Fundraiser for KHS

Whether you own a business or want to help the Kentucky Humane Society on an individual level, hosting a fundraiser is a great way to raise awareness of the organization while also raising much-needed funds to support the Kentucky Humane Society's lifesaving mission.

Puppy Visits

Looking to brighten someone's day? With a \$200 donation to the Kentucky Humane Society, you can treat your loved one, or office, to a heartwarming puppy visit. Perfect for boosting morale, puppy visits offer a fun, relaxing break for everyone while supporting KHS's mission to help animals in need. Bring some puppy love to your office and make a lasting impact!



Volunteer Engagement Program

Volunteers play a crucial role in our mission to provide care, shelter and love to animals in need. Your sponsorship enhances our training, support and resources for these passionate volunteers, allowing us to continue our vital work in animal welfare. Sponsoring the t-shirt includes showcasing your company logo on the annual volunteer shirt, which will also be sold to 1,100+ constituents.

Sponsorship Levels

- \$1,500 Volunteer T-Shirt Sponsorship

Did You Know?

For more than 140 years, the Kentucky Humane Society has provided shelter, food and medical care for homeless animals. Thanks to donations, we're making Kentucky a better place for our four-legged friends and the people who love them.



KHS is Louisville's number one place to adopt an animal. Last year, we found loving homes for nearly 6,000 dogs, cats and horses.



The spay/neuter experts at our S.N.I.P. Clinic have provided high-quality, low-cost surgeries to 155,000+ dogs and cats since opening in 2007.



Our CARE-a-van mobile veterinary clinic brings low-cost basic veterinary care to pet owners in Louisville and rural counties.



The KHS Pet Resource Counselors provide free advice for common behavior problems and help families connect with local resources.



Our Eastpoint and Fern Creek Pet Resorts pamper owned pets with overnight lodging, grooming and daycare. Plus proceeds benefit shelter pets.



Our positive behavior experts offer dog training classes and in-home private training to help your dog be the best dog he/she can be.



Our Equine C.A.R.E. (connect, assist, rescue and educate) program rescues Kentucky's horses in transition, readying them for new careers and families.

Thank You

KHS is happy to create a customized plan to enhance your company's visibility and expand your marketing reach. Thank you for considering partnership with one of the most beloved charities in the region. By helping celebrate the special bond we share with animals, your support will improve the lives of pets and the people who care for them.

For more information please contact:

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Learn more about KHS
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