marin humane | Lives made happy™

SPONSORSHIP OPPORTUNITIES 2027

About Marin Humane

Marin Humane is a leader in animal welfare locally, regionally, and nationally. We inspire compassion and positive relationships between people and animals. Take a look at how we make a difference:

BONDED COMMUNITIES

- **Adoption and Fostering** - We bring animals and humans together, forging connections that impact lives and contribute to a more compassionate and responsible society.
- **Community Support** – We offer diverse programs that strengthen the bond between people and animals and provide healing resources to those in need.

EXCELLENCE IN ANIMAL CARE

- **Medical** – From intake to adoption, the health and safety of every animal at Marin Humane is our top priority.
- **Behavior and Training** – Classes at Marin Humane contribute to the harmonious coexistence of animals and humans. They enhance the animals' lives and well-being while ensuring they're safe, well-adjusted community members.

EDUCATION AND ADVOCACY

- **Youth Education** - Humane education raises awareness and respect for animals and people. We educate and empower children to make humane choices, creating a healthier community and a more mindful world.
- **A Voice For The Voiceless** – Marin Humane has advocated for all animals since its founding in 1907. Advocacy efforts focus on education and legislation to create a humane world for every animal.

Why sponsor?

Your sponsorship directly contributes to Marin Humane's mission of advocacy for all animals. Together, our well-recognized brands will reach an audience of tens of thousands of loyal supporters.

Visibility by the numbers

Social Media

- 65,000 FACEBOOK FOLLOWERS
- 13,500 INSTAGRAM FOLLOWERS
- 200,000+ TIKTOK VIEWS IN 2025

Website

- 28,000 UNIQUE VISITORS PER MONTH
- 175,000 WEBSITE VIEWS PER MONTH
- 285,000 UNIQUE VISITORS PER YEAR

Reach

- 35,000 DONORS ACROSS 4 BAY AREA COUNTIES
- 21,000 MAGAZINE SUBSCRIBERS
- 53,000 NEWSLETTER SUBSCRIBERS
- 1,400+ EVENT ATTENDEES ANNUALLY

Campus

- 3,600+ ADOPTIONS
- 2,000+ BEHAVIOR & TRAINING CLIENTS
- 11,280 YOUTH EDUCATED
- 800 VOLUNTEERS

Signature Events

Our annual signature events draw audiences from across the entire Bay Area. Together, we champion animal welfare and raise funds in support of Marin Humane's services to animals and people alike. Your sponsorship includes recognition at both events.

Woofstock
May 23, 2027

Grab your leash, furry friends, and family to join us for the Bay Area's grooviest dog (and animal) lover's event! This annual event and concert draws nearly 1,000 animal lovers for a day on Marin Humane's campus lawn.

Enjoy music by a premier cover band. Check out a variety of food trucks and drink options. Kids can head over to the Kid Zone for fun activities. Explore the event booths featuring local merchants and animal rescue groups. Everyone will have a rockin' day to remember!

Tails By Twilight
September 18, 2027

A few hundred of our top supporters return year over year to this gala event held under the stars on our campus.

Guests enjoy specialty cocktails while browsing fantastic silent auction items. A gourmet, vegetarian, three-course dinner precedes a rousing live auction of exclusive experiences. Our Fund-A-Need draws generosity for critical Marin Humane priorities.

SPONSORSHIP OPPORTUNITIES

BENEFITS	$50,000	$25,000	$10,000	$5,000	$2,500	$1,000
Events						
Premium logo placement	✓	✓	✓			
Recognition during event programs	✓	✓				
Tails By Twilight tickets	10	6	4	2	1	
Woofstock tickets	20	10	10	4	2	1
Online promotions						
Logo on sponsorship web page	✓	✓	✓	✓	✓	✓
Inclusion in event email promotions	✓	✓	✓	✓	✓	✓
Brand recognition in social media	✓	✓	✓			
Logo on monthly e-newsletter	✓	✓				
Campus presence						
Campus banner with logo	✓	✓				
Pavilion logo display	✓					
Logo on campus wide LCD screens	✓					
Print recognition						
Brand recognition in magazine	full page	1/2 page	1/4 page	1/8 page	1/16 page	
Logo in adoption materials	✓	✓	✓	✓	✓	✓
Logo on camp tee shirts	✓					
Logo on community clinic signage	✓					

Sponsorship Reply Form

We look forward to partnering with you! If you have any questions about sponsorship, please get in touch with Teal Conroy at 415.506.6258 or tconroy@marinhumane.org.

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

ANNUAL SPONSORSHIP LEVEL:

- ☐ $50,000
- ☐ $25,000
- ☐ $10,000
- ☐ PLEASE CHARGE MY CARD
- ☐ $5,000
- ☐ $2,500
- ☐ $1,000
- ☐ CHECK IS ENCLOSED

_____

Card Number Expiration Date CVV

_____

Signature Date

Please return this completed form to:
Marin Humane
Attn: Development
171 Bel Marin Keys Blvd.
Novato, CA 94949
415.506.6258 or tconroy@marinhumane.org
www.marinhumane.org

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