






Partnership Opportunities

The Humane Society of Charlotte is a private 501(c)(3) nonprofit fueled by community support. Every gift helps pets and the people who love them stay together and thrive.

We believe every companion animal deserves care, safety, and connection. When you partner with HSC, you stand with a trusted leader in animal welfare and help create real change across our community. Your sponsorship puts care into action:

-  **Adoptions:** Preparing pets to find their new, loving homes and working to reduce shelter overpopulation.
-  **Accessible Veterinary Services:** Low-cost essential care and spay/neuter for community pets, ensuring they stay healthy and in loving homes.
-  **Behavioral Support:** Training & resources that set pets and adopters up for lifelong success.






2025 STATS

 **126,493** social media followers
  **59,872** email subscribers
  **over 230,000** page views/month

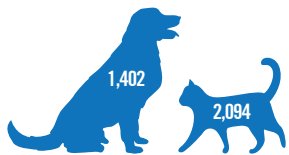


Together, we can create a more compassionate community for generations to come.

Partnering with us means joining a trusted organization dedicated to advancing animal welfare and strengthening the human-animal bond. Partners receive:

-  High-visibility recognition and branding opportunities.
-  Customizable volunteer experiences.
-  The confidence that your investment of time, talent, and resources directly supports pets and their people in need.

2025 FAST FACTS



3,496 pets placed in loving homes

8,078 spay/neuter surgeries
 7,149 essential care patients
 799 patients supported through **Spay it Forward**



8,456 donors contributed to HSC's mission



3,552 kids & adults attended **916** educational events and programs

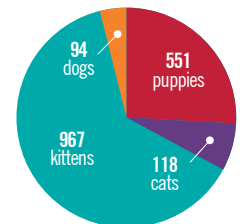


483 hours of group/private dog training classes



650,729 Pet Food Bank meals distributed
5,603 walk-in clients served
\$38,500 provided to assist with emergency medical, behavior and training, pet deposits, and temporary boarding needs

Foster



1,730 animals placed in Foster

2026 Annual Partnership Opportunities

Sponsorship packages are flexible and can be customized to align with your organization's goals, audience, and budget.

	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000
EVENT OPPORTUNITIES					
Invitation to Annual Holiday Party	🐾	🐾	🐾	🐾	🐾
First Right of Refusal for additional Event Sponsorships	🐾				
EMPLOYEE ENGAGEMENT OPPORTUNITIES					
Lunch and Learns with CEO	🐾	🐾			
Staff trip to HSC to volunteer	🐾	🐾	🐾		
Expert-led tour of HSC's Animal Resource Center	🐾	🐾	🐾	🐾	🐾
Professional development opportunities to serve on our committees, board, event committees, etc.	🐾	🐾	🐾	🐾	🐾
MARKETING OPPORTUNITIES					
Dedicated social media posts highlighting the partnership in paid media buys	12	6	3	Sponsor a "Feature Pet" Social Media post	
				4	2
Link placement on the "sponsors" page of HSC website	Logo	Logo	Logo	Logo	Name
Adoption packet insert	🐾	🐾			
Branded hyperlink in HSC customer service adoption follow-up emails	🐾	🐾			
Display space on brochure rack in HSC Adoption Lobby	🐾	🐾			
Displays with link placement <ul style="list-style-type: none"> • HSC Adopt A Dog/Adopt A Cat webpage • HSC Animal Resource Center lobby TV • HSC Essential Care Clinic TV 	Logo	Logo	Logo	Logo	Name
Check presentation	Stand-Alone Press Release & social media post	Social media co-post	Photo opportunity		
Opportunity to film/capture content at the shelter (marketing expert assistance available upon request)	🐾	🐾			
Custom brick at front of entrance	Large - 8x8"	Small - 4x8"	Small - 4x8"	Small - 4x8"	Small - 4x8"
Small naming opportunity (2x5 plaque)	🐾	🐾			
Banner outside HSC in play yard	🐾	🐾			

All annual sponsorship benefits are valid for 12 months from the date of commitment. For example, a sponsorship confirmed in June 2026 extends through June 2027.



Scan to learn more about Partnership Opportunities

Questions?
donate@humanecharlotte.org