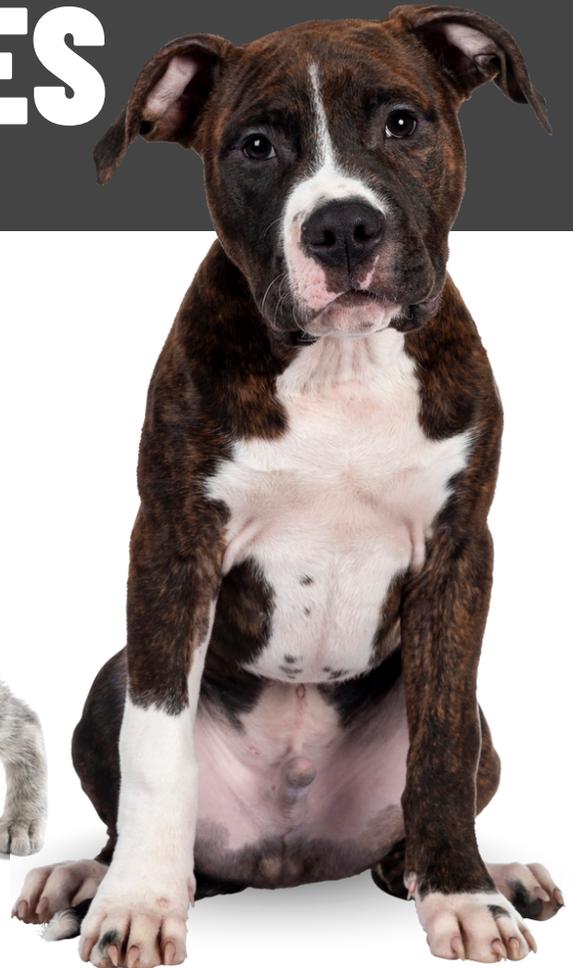




# PARTNERSHIP OPPORTUNITIES

2026



Dear Community Leaders,

At the Idaho Humane Society, we are here for the most vulnerable animals and the people who love them. But this work is bigger than any one organization. It takes partnership. It takes leadership. It takes hearts that are willing to invest in compassion.

If you have ever felt the pull to do more, to make a direct impact, to give back in a way that is felt and seen and meaningful, this is that moment. I invite you to read forward with curiosity and an open heart.

Right now, animals in our own community need shelter, medical care, safety, and a chance to heal. They need hope. And hope starts with us.

You have influence. You have reach. You have the ability to help create second chances. Your partnership can mean a dog receiving emergency surgery, a cat finding a family, a senior being able to keep their beloved pet, or a scared animal learning, slowly, that they are safe again.

Idaho is one of the most pet-loving states in the country, with almost 70 percent of households sharing their lives with pets. Caring for animals is part of who we are.

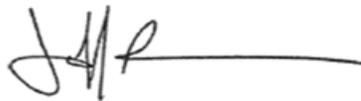
Throughout the year, our initiatives bring together people, pets, and purpose in ways that strengthen the community we love. Together, we can create real change, and we can do it with joy.

In the pages that follow, you will see how your leadership can make that possible. I hope you will join us.

With Gratitude,



Maresa Rule  
Director of Development and Stewardship  
mrule@idahohumanesociety.org



Jeff Rosenthal, DVM  
CEO





AWARDED BY  
  
 WE ARE A  
**NO-KILL**  
 SHELTER

**NO ORGANIZATION IN IDAHO  
 SAVES MORE PETS THAN THE  
 IDAHO HUMANE SOCIETY**

## IDAHO HUMANE SOCIETY FACTS & STATS 2025

**11,872**

LOST,  
 SURRENDERED,  
 AND  
 TRANSFERRED  
 ANIMALS  
 RECEIVED

**1,402**

LOST PETS  
 REUNITED  
 WITH THEIR  
 OWNERS LAST  
 YEAR

**7,090**

ANIMALS  
 ADOPTED  
 LAST YEAR

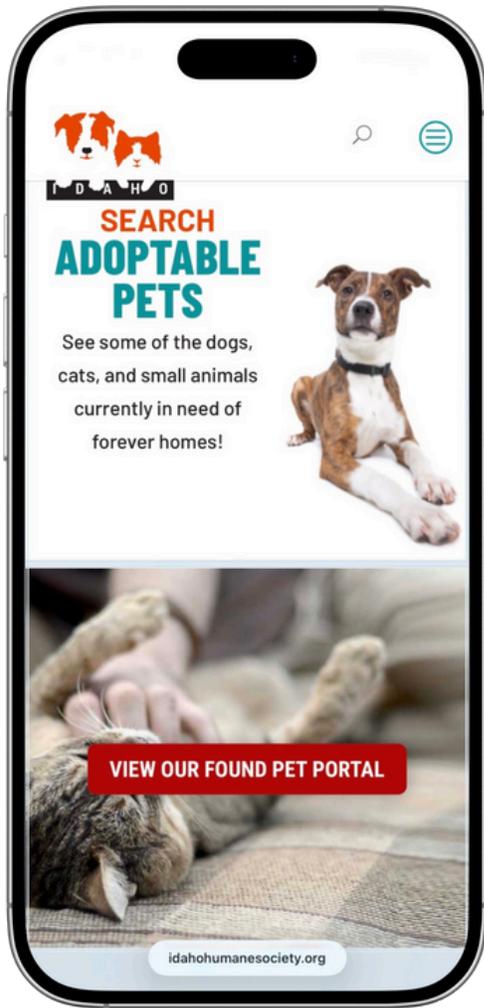
**1,886**

PETS  
 NURTURED IN  
 FOSTER CARE

**9,201**

SPAYS AND  
 NEUTERS  
 PERFORMED





# AMPLIFY YOUR IMPACT



**125,700+**

Social Media Followers

- Facebook: 83,000
- Instagram: 30,100
- Tik Tok: 11,400
- YouTube: 1,210



**7,370,000+**

Annual Website Visits



**60,000+**

Email Newsletter Subscribers

## 69.9% OF IDAHOANS OWN A PET\*

\*PET OWNERSHIP STATISTICS BY STATE 2025, WORLD POPULATION REVIEW



# EVENTS & PARTNERSHIP OPPORTUNITIES

JANUARY 2026 - DECEMBER 2026

## Idaho Gives

You choose the level of your impact!



May 4 - 7, 2026



[IdahoGives.org](https://IdahoGives.org)



## Mutts N' Meows Mixer

Sponsorship Levels: \$1,000 - \$5,000

- Sponsor receives thanks from the stage
- Sponsor logo on event signage
- Complimentary tickets
- Sponsor will provide raffle basket
- Sponsor will receive social media shout out post after the event



May 7, 2026



5:30 - 9:30 pm



Payette Brewing

# EVENTS & PARTNERSHIP OPPORTUNITIES

JANUARY 2026 - DECEMBER 2026



## Toast to Tails

**Sponsorship Levels: \$2,500 - \$15,000**

- Sponsor receives thanks from the stage
- Sponsor logo on event signage, program, and event website
- Complimentary tickets
- Sponsor will provide auction basket
- Sponsor will receive social media shout out after the event



August 20, 2026



5:30 - 9:30 pm



JUMP Boise

# EVENTS & PARTNERSHIP OPPORTUNITIES

JANUARY 2026 - DECEMBER 2026



## See Spot Walk, 34<sup>th</sup> Annual Dog Walk & Festival

**Sponsorship Levels: \$1,000 - \$15,000**

- Sponsor logo on all advertisements and walk registration website
- Sponsor name or logo on iconic walk t-shirt
- 10x10 Sponsor Vendor Booth
- Complimentary walk entries
- Sponsor promo material in 1,500+ walk packets



October 3, 2026



10:00 am - 12:30 pm



Julia Davis Park

# INTRODUCING QUARTERLY PARTNERSHIPS

We are excited to introduce Idaho Humane Society's new quarterly partnership opportunities, created to give local businesses a meaningful way to support animals while staying visible in the community all year long. **Your business will be featured across Idaho Humane Society's online platforms for a full three months, sharing your commitment to animals with more than 120,000 engaged supporters throughout our community.**

Each quarter focuses on a specific area of impact, allowing your partnership to directly support the needs of that season: Q1 Shelter Diversion, Q2 Humane Education, Q3 Baby Season, and Q4 Holiday Wishlist. These partnerships help provide lifesaving care, pet food assistance, education, and critical resources for pets and the people who love them, while building genuine goodwill and brand recognition for your business.

## ADD A QUARTERLY MEDIA FEATURE



**Reach 300,000 +  
Households**

- Target audience: Adults **25 to 64**
- **40 to 45** broadcast commercials per month (30-second spots)
- **300,000 to 350,000** households reached per month
- Average frequency of **3.8**
- **87%+** monthly reach of the target audience
- **40,000** targeted social media impressions per month

Elevate visibility even further. This enhancement adds exposure through Idaho News Channel 6 broadcast features and targeted social media promotion, amplifying your message to a broader audience. Deepen your impact, strengthen community connections, and highlight your business's commitment to animals throughout the quarter.



# Q1

## QUARTERLY PARTNERSHIP OPPORTUNITIES JANUARY 2026 - MARCH 2026

### Make a Match Shelter Diversion & Pet Food Drive

The start of each year is when we feel it most. After the holidays, support naturally slows down, but the need in our community does not. Our shelves get lighter, and more families than ever rely on our Pet Food Pantry and Shelter Diversion Programs to keep their pets home where they belong. This Q1, we're inviting our community to Make a Match, helping ensure that pets stay with the families who love them and don't enter the shelter simply because of hardship.

#### Sponsorship includes:

- Recognition across Idaho Humane Society social media channels and website, with optional exposure through Idaho News Channel 6, from January through March.
- Inclusion in our quarterly e-newsletter reaching more than 60,000 supporters
- Matching gift featured on Idaho Gives profile and social media
- Opportunities for branded supply drives and group volunteering



# Q2

## QUARTERLY PARTNERSHIP OPPORTUNITIES APRIL 2026 - JUNE 2026

### Humane Education Spring & Summer Camp Sponsorship

IHS Spring and Summer Camp participants engage in activities designed to enrich the lives of animals in their homes and community. Together, we'll foster connections, build camaraderie, and explore the importance of kindness toward both humans and animals. Students will discover the importance of enriching activities for animals, learning practical strategies to create happier and healthier lives for our furry friends. Humane Education builds compassion and empathy, promotes responsible pet ownership, encourages civic engagement, supports adoption and the shelter's mission, and enhances community awareness.

#### Sponsorship includes:

- Recognition across Idaho Humane Society social media channels and website, with optional exposure through Idaho News Channel 6, from April through June.
- Inclusion in our quarterly e-newsletter reaching more than 60,000 supporters
- Sponsor logo on back of camp shirts



# Q3

## QUARTERLY PARTNERSHIP OPPORTUNITIES JULY 2026 - SEPTEMBER 2026

### Baby Season, Save Our Summer!

As temperatures rise, so does the number of litters arriving at our shelter. Tiny kittens and puppies, many orphaned, underweight, or in need of around-the-clock care, depend on us for warmth, food, and a second chance. We're inviting our community partners to sponsor this lifesaving season. Your support will provide formula, vaccinations, medical care, and essential supplies for hundreds of kittens and puppies who come through our doors this spring and summer.

#### Sponsorship includes:

- Recognition across Idaho Humane Society social media channels and website, with optional exposure through Idaho News Channel 6, from July through September.
- Inclusion in our quarterly e-newsletter reaching more than 60,000 supporters

By joining us as a Summer Sponsor, your business becomes part of the reason these little ones grow strong enough to find their forever homes. Together, we can give Idaho's most vulnerable pets the healthy start they deserve.



# Q4

## QUARTERLY PARTNERSHIP OPPORTUNITIES OCTOBER 2026 - DECEMBER 2026

### Holiday Wishlist

Our Holiday Wishlist Sponsorship invites community partners to share the spirit of the season by helping fill our shelves and our pets' bowls.

Your sponsorship helps provide food, medical care, and comfort for animals spending the holidays in our care, as well as for pets in our community through our Pet Food Pantry and Meals on Wheels for Pets programs. We also invite your business or organization to host a Pet Food & Supply Drive to collect much-needed items such as dry dog and cat food, canned food, toys, and blankets. Every donated item helps keep pets warm, fed, and with the families who love them.

#### Sponsorship includes:

- Recognition across Idaho Humane Society social media channels and website, with optional exposure through Idaho News Channel 6, from October through December.
- Inclusion in our holiday e-newsletter reaching more than 60,000 supporters
- Opportunities for on-site food collection bins, branded signage, and group volunteering



# EVENT & QUARTERLY PARTNERSHIP FORM

PLEASE ACCEPT MY EVENT SPONSORSHIP COMMITMENT (SELECT ALL THAT APPLY)

**IDAHO GIVES COMPANY MATCH DONATION**

\$1,000     \$2,500     \$5,000     \$\_\_\_\_\_

**MUTTS N' MEOWS EVENT SPONSORSHIP**

\$1,000     \$2,500     \$5,000

**TOAST TO TAILS EVENT SPONSORSHIP**

\$2,500     \$5,000     \$10,000     \$15,000

**SEE SPOT WALK EVENT SPONSORSHIP**

\$1,000     \$2,500     \$5,000     \$10,000     \$15,000     \$20,000

PLEASE ACCEPT MY QUARTERLY PARTNERSHIP COMMITMENT (SELECT ONE PER QUARTER)

**Q1: MAKE A MATCH - SHELTER DIVERSION & PET FOOD DRIVE**

\$15,000     \$20,000 (INCLUDES IDAHO NEWS CHANNEL 6 PROMOTION)

**Q2: HUMANE EDUCATION - SPRING & SUMMER CAMP SPONSORSHIP**

\$15,000     \$20,000 (INCLUDES IDAHO NEWS CHANNEL 6 PROMOTION)

**Q3: BABY SEASON, SAVE OUR SUMMER!**

\$15,000     \$20,000 (INCLUDES IDAHO NEWS CHANNEL 6 PROMOTION)

**Q4: HOLIDAY WISHLIST**

\$15,000     \$20,000 (INCLUDES IDAHO NEWS CHANNEL 6 PROMOTION)

**CONTACT INFO**  
PLEASE PRINT

**COMPANY NAME**

\_\_\_\_\_  
Please print or type as name should appear for recognition

**YOUR NAME**

**PHONE NUMBER**

**EMAIL**

**ADDRESS**

**CITY**

**STATE**

**ZIP**

To Request an Invoice, Please Email: [mrule@idahohumanesociety.org](mailto:mrule@idahohumanesociety.org)

Please Complete Form and Mail To: Idaho Humane Society 1300 S. Bird Street | Boise, ID 83709  
IHS Tax ID: 82-0212536