



POPE MEMORIAL
HUMANE SOCIETY

2025 Sponsorship and Program Overview



The Power of our Reach



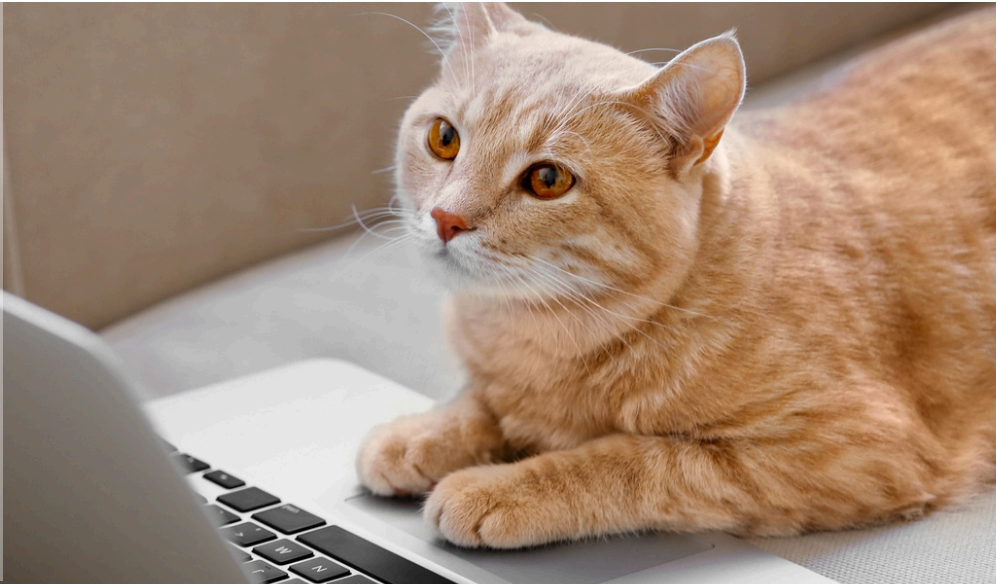
Social Media



15,000+ followers
200,000+ accounts
reached



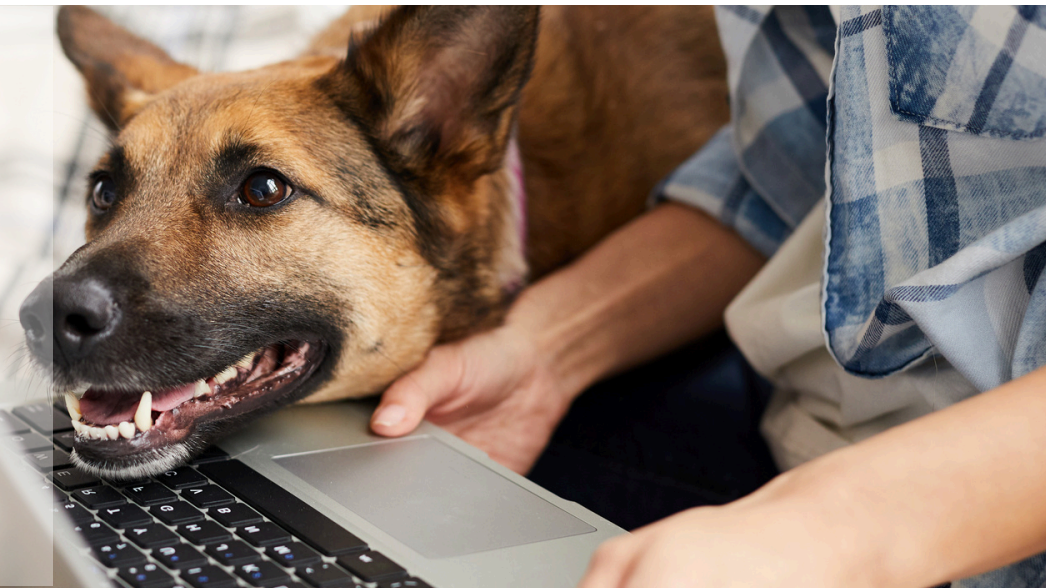
3,500+ followers
10,000+ accounts
reached



Website

100,000 average unique
page clicks per month

Most popular pages
Adoptable Dogs
Adoptable Cats



Reach

3,200+ weekly e-news
subscribers
6,000+ mailing list
subscribers
150+ active volunteers



Why support Pope Memorial Humane Society?

Pope Memorial Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales.

SUPPORTING POPE MEMORIAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to a highly-respected and award-winning animal welfare organization in Midcoast Maine, and its broad, passionate supporters
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education, and community support
- Attracting new customers

Ways to Support Pope Memorial Humane Society

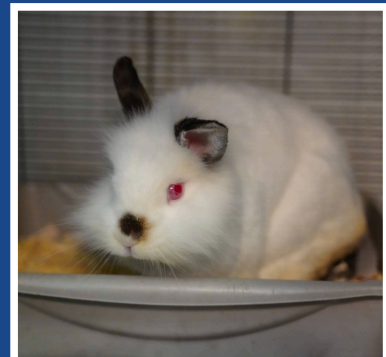
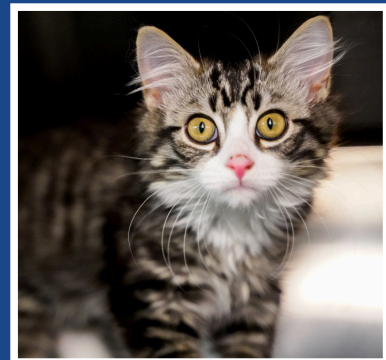
- Sponsorship opportunities
- Make a financial donation
- Plan a third party fundraiser with friends, family, and coworkers
- Provide in-kind donations such as treats, supplies, or enrichment toys for shelter animals, or silent auction items for special events.

DIY FUNDRAISING MADE EASY

Animals need our help year-round, and it's with your support that we can change the world for dogs, cats, and small animals in need. Whether it's a friendly office competition, a celebratory event, a team fitness challenge (or just because!), your business can use any occasion as an opportunity to fuel your own fundraiser!

With easy-to-use tools, you can fundraise on your own schedule, motivating your friends and family to give to something you love - animals!

Get started by visiting popehumane.org/give-now/other-ways-to-give





Signature Events

BARK + BREW IN THE BARN

The Pope Memorial Humane Society annual Bark + Brew in the Barn is a Midcoast favorite. It brings together our community of animal lovers, small businesses, and generous supporters. This party of the season is a 21+ event with live music, a bar, tasty food from local food trucks, a silent auction, a puppy playpen, and more!

- Bark + Brew began as a 30th-anniversary celebration and became a signature event for Pope Memorial Humane Society.
- The 2025 Bark + Brew in the Barn will be the 5th annual event and is expected to grow, with 200+ attendees.
- The 5th Annual Bark + Brew in the Barn takes place on Thursday, September 25th, at Harmony Hill Farm in Warren. Tickets will sell out.
- **Separate sponsorship opportunities are available for Bark + Brew in the Barn.**

DEMOGRAPHICS

- This is a ticketed event for community members 21 years of age and older.
- Bark + Brew in the Barn's primary audience is Millennials and Generation X, who want to give back to local causes they care about while enjoying a great experience.



BARK + BREW IN THE BARN

Promotional Examples

Thank You Sponsors!

Loyal Biscuit Co.

GENUINE AUTOMOTIVE

HARBOR ROAD VETERINARY HOSPITAL

First National Bank

Arts Marine Service

SHEPARD STORAGE

SHEPARD AUTO GROUP

All Creatures Veterinary Hospital
Brooks, Inc.
Camden Hospital for Animals
Camden Riverhouse Hotel
Cellardoor Winery

Horch Roofing
IDEXX Laboratories
Maine Coast Construction
Skeltor Taintor & Abbott
Van Steenberg & Associates

POPE MEMORIAL HUMANE SOCIETY

In-Shelter Poster

THANK YOU TO OUR SPONSORS

GENUINE AUTOMOTIVE

Loyal Biscuit Co.

HARBOR ROAD VETERINARY HOSPITAL

BARK + BREW IN THE BARN

Facebook Thank You Post

POPE MEMORIAL HUMANE SOCIETY

BARK + BREW IN THE BARN

4th Annual
Brew in the Barn
JULY 13th

HARMONY HILL FARM

Tickets on sale May 1
www.popehumane.org

Save the Date
7.13.24

Save the Date Postcard

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[Purchase Tickets](#)

A special thanks to our Bark + Brew in the Barn sponsors

GENUINE AUTOMOTIVE

Loyal Biscuit Co.

HARBOR ROAD VETERINARY HOSPITAL

POPE MEMORIAL HUMANE SOCIETY

Weekly Tails E-newsletter

THANK YOU

Bark + Brew Committee

Dave Johnson	Betty Kihn
August Von	Ford Wehner
Arvilla Sipes	Aidan Wiegand
Kacie Lakin	Rebekah Mertz

Volunteers

Thank you to the many volunteers who contributed to the success of Bark + Brew in the Barn. We along with the animals you help every day, thank you for your support.

Sponsors

GENUINE AUTOMOTIVE

Loyal Biscuit Co.

HARBOR ROAD VETERINARY HOSPITAL

Event Program

POPE MEMORIAL HUMANE SOCIETY

BARK + BREW IN THE BARN

Sponsored By:

Loyal Biscuit Co.

GENUINE AUTOMOTIVE

ABC Bank | XYZ Printing | One Industries
| 123 Inc. | 789 Corporation | Kitty Claws |
Puppy Paws | Bunny Noses

Table Tent



Signature Events

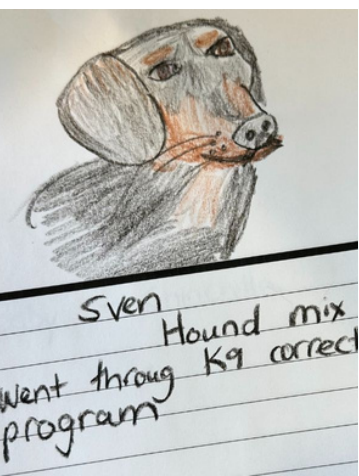
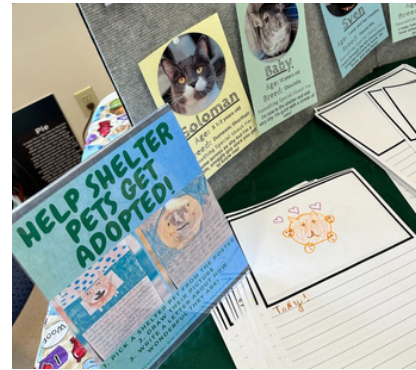
BE KIND TO ANIMALS - KID'S DAY AT PMHS!

The annual Kid's Day event at Pope Memorial Humane Society has become a tradition for animal-loving families. A signature humane education event, Kid's Day at Pope Memorial Humane Society, is filled with activities centered around giving back to homeless pets in need, helping them get adopted, and raising awareness of being kind to all animals.

- Be Kind to Animals - Kid's Day began at PMHS in 2017, the first full year the shelter was in the new building.
- Kid's Day spans three hours and will see 300+ children and their families visit the shelter for fun and education.
- It is always held the Saturday before Mother's Day, and the kids are all invited to make a special craft for Mom.

DEMOGRAPHICS

- A free event for kids throughout our community
- The primary audience for PMHS is women ages 35-65 years old. We see that trend continue on Kid's Day with parents/grandparents/guardians bringing their children for an afternoon of fun.



Signature Events

FESTIVAL OF LIGHTS CRAFT SHOW

The Festival of Lights Craft Show is an annual Midcoast tradition. Held the Saturday after Thanksgiving, it is part of a massive holiday celebration throughout the Midcoast community.

- Over 1,200 people attended the 44th Annual Festival of Lights Craft Show in 2024.
- The Festival of Lights Craft Show has a minimum of 40 local crafters and artisans every year.
- There is a waiting list of crafters and artisans who want to have tables at the show.
- In addition to crafter table fees, Pope Memorial Humane Society raises money through entry fees, silent auction, and bake sale.

DEMOGRAPHICS

- The primary audience for PMHS is women ages 35-65 years old. We see that trend continue at the annual Festival of Lights Craft Show, with over 1,000 attendees.
- While many locals attend the event, we see a high number of attendees travel from the Capital Region, Downeast, and Greater Portland areas.



Signature Events

POPE MEMORIAL HUMANE SOCIETY HOLIDAY PET TREE

The Pope Memorial Humane Society Holiday Pet Tree was launched in 2018. What began as a fun and festive way for the community to give back to homeless pets in need during the holiday season has turned into the largest donation drive of the year, ensuring the animals of PMHS have enough supplies to get through the chilly Maine winter months!

- In 2024, Ruckus Donuts, Laurel's Dolce Vita, Affinity Nutrition, and The Samoset hosted satellite trees for their customers to support homeless pets at PMHS.
- Over 2,000 tags are made each year.
- The PMHS community room will be filled by the end of December with gifts for the animals.

DEMOGRAPHICS

- This is an all-ages project and event. Families, couples, friends, co-workers, students, and local business owners all support the PMHS Pet Angel Tree.



Other Events and Programs

There are several additional ways for your company to get involved! Please contact us if you're interested in sponsoring any of our other community programs or events:

Legacy Luncheon

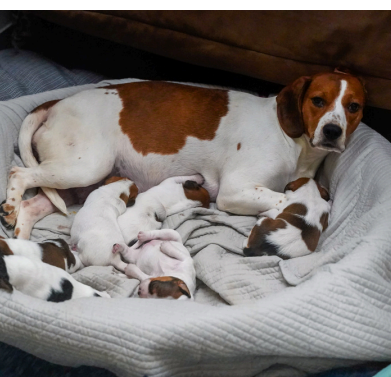
The PMHS Legacy Luncheon is hosted locally every year to honor our Legacy Society Members. Legacy Society Members have included PMHS in their planned giving. Their gift has a profound and lasting impact on the quality of life for shelter animals

Moms and Toms Program

Through this program, PMHS offers free spay surgery for cats and dogs that have recently given birth. The mother and babies are fixed, and the mother is returned to the owner. The puppies/kittens are vaccinated, treated for worms and fleas, spayed/neutered when old enough, microchipped, and adopted into loving homes. If Dad resides in the same house, we'll fix him too. Working together, we help prevent future unplanned litters. Each situation is unique, and we work closely with families to help stop cycles of unwanted litters being born in our community.

Spay/Neuter Voucher Assistance

At PMHS, we promote spaying and neutering for pets to curb overpopulation, enhance pet health, and address behavioral issues. To assist low-income residents in our service area, we provide spay/neuter assistance vouchers, offering up to \$100 towards the procedure at participating local veterinary facilities.



Other Events and Programs

(continued)

There are several additional ways for your company to get involved! Please contact us if you're interested in sponsoring any of our other community programs or events:

Saint's Fund

Deciding when to let your pet go is a difficult decision. Pope Memorial Humane Society doesn't want financial hardship to be an issue when euthanasia is the most humane choice for a pet's quality of life. PMHS's Saint's Fund is available to pet owners residing in our service area who are facing financial hardship in affording the peaceful and humane euthanasia of their pet. PMHS provides pet owners a Saint's Fund voucher on a case-by-case basis with veterinarian approval to provide financial help for these procedures.

Pet Food Assistance

No one should struggle to feed their pet; for those who are, PMHS is here to help. Community members needing pet food support should call the shelter at 207-594-2200 to request food for their pets. Community members are asked to provide the number and type of pets needing food and the town where they reside. Then, we will set an appointment for food pickup. In addition to our food assistance program, PMHS also partners with Meals on Wheels of Knox County. When resources allow, PMHS regularly provides local pet food pantries with pet food, helping their community members.





2025 General Sponsorship Opportunities

Every year, Pope Memorial Humane Society (PMHS) opens its doors to countless animals in need, offering them a safe haven and the opportunity for a brighter future. In 2024 alone, PMHS welcomed over 1,300 animals, including cats, dogs, rabbits, rats, birds, guinea pigs, hamsters, ferrets, a bearded dragon, and a chinchilla.

As an open-admission shelter, PMHS is committed to never turning away an animal in need, regardless of their health, age, or breed. Every animal receives the medical care they require, a warm bed, nutritious meals, and, most importantly, a chance to heal and find a loving home.

This unwavering dedication has made PMHS a trusted cornerstone of our community. However, the increasing demand for our services continues to stretch our resources to the limit, and that's where we need your help.

Your support as a sponsor directly impacts the lives of the animals in our care, allowing us to provide essential services and ensure that every pet has a chance to thrive.

Together, we can create a brighter future for homeless animals and continue to be a beacon of hope in our community.

We urgently need your help to fulfill our commitment to these animals. Your generous sponsorship will directly impact their lives, providing:

- Essential medical care: From routine vaccinations to life-saving surgeries, ensuring every animal receives the treatment they need.
- Nutritious meals: Fueling their bodies and spirits as they await their forever homes.
- Compassionate care: Providing a safe and loving environment where they can heal and blossom.
- Adoption programs: Matching each animal with the perfect family, where they can finally experience the joy of forever love.

Being a sponsor of Pope Memorial Humane Society helps create a ripple effect of kindness in the community. Your contribution inspires others to give back, creating a shared sense of purpose and unity while addressing the critical needs of homeless pets.



2025 General Sponsorship Opportunities

Presenting Sponsor: \$5,000

- Pop-up kitten or puppy party for your staff (based on animal availability)
- Pet Adoption Event
 - Exclusive sponsorship of a pet adoption event with your business logo prominently displayed.
 - Naming rights for the event, e.g., "[Business Name] Pet Adoption Day."
- Pet of the Month
 - Sponsorship of the "Pet of the Month" program with the business logo featured in promotional materials and social media.
- Recognition in the newsletter and on the shelter's website.
- Your business logo is featured as the top sponsor of a Low-Cost Rabies Vaccination Clinic at the shelter.
- Your business logo will be prominently featured on inserts included in over 1,000 adoption folders distributed to every person adopting from Pope Memorial Humane Society (PMHS).
- Facebook Live sponsor interview
- Name a litter of puppies or kittens!
- Behind-the-scenes tour of PMHS
- 2025 PMHS Sponsor Window Decal
- Four tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- Annual Recognition Event – date TBD
 - Invitation to an annual recognition event to celebrate sponsors' contributions.
- Most prominent logo on all promotional items, including adoption/event tote bags, posters, and more.
- Opportunity to work with the PMHS Volunteer Coordinator to plan a group volunteer outing at the shelter.
- *Industry exclusivity*

A sponsorship with Pope Memorial Humane Society goes beyond philanthropy; it's a strategic investment in employee engagement. Supporting a cause that promotes compassion and care fosters a positive workplace culture, enhancing employee morale and satisfaction. Happy employees contribute to a more productive and cohesive work environment.



2025 General Sponsorship Opportunities

Gold Sponsor: \$2,500

- Pop-up kitten or puppy party for your staff (based on animal availability)
- Your business logo will be featured on inserts included in over 1,000 adoption folders distributed to every person adopting from Pope Memorial Humane Society (PMHS).
- Name a litter of puppies or kittens
- Behind-the-scenes tour of PMHS
- 2025 PMHS Sponsor Window Decal
- Two tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- Annual Recognition Event – date TBD
 - Invitation to an annual recognition event to celebrate sponsors' contributions.
- Second largest logo on all promotional items, including adoption/event tote bags, posters, and more.
- Opportunity to work with the PMHS Volunteer Coordinator to plan a group volunteer outing at the shelter.

Silver Sponsor: \$1,000

- Name a litter of puppies or kittens
- Two tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- 2025 PMHS Sponsor Window Decal
- Invitation to exclusive sponsor party at PMHS - date TBD
- Logo on promotional items, including adoption/event tote bags, posters, adoption folder inserts, and more
- Opportunity to coordinate (with PMHS Volunteer Coordinator) an employee volunteer event at PMHS

Supporting Pope Memorial Humane Society is not just an investment in animal welfare; it's an investment in our community's compassion. By sponsoring, your business becomes a beacon of empathy, demonstrating a commitment to making a positive impact on the lives of both animals and people.



2025 General Sponsorship Opportunities

Bronze Sponsor: \$500

- Invitation to exclusive sponsor party at PMHS - date TBD
- 2025 PMHS Sponsor Window Decal
- Business name listed on promotional items, including adoption/event tote bags, posters, adoption folder inserts, and more
- Opportunity to coordinate (with PMHS Volunteer Coordinator) an employee volunteer event at PMHS

Kennel/Condo Sponsor: \$250 - \$500

- For \$250, your company logo and business name can sponsor a cat condo or dog kennel for six months. To extend your sponsorship throughout the entire year, opt for a yearly commitment of \$500.
- Invitation to exclusive sponsor party at PMHS - date TBD

Partnering with Pope Memorial Humane Society offers unique marketing opportunities. Your business gains exposure through various channels, including events, social media, and local press. This heightened visibility not only enhances brand recognition but also positions your company as a socially conscious leader in the community.



2025 Bark + Brew in the Barn Sponsorship Opportunities

Fund the Mission Sponsor - Quantity Available: One @\$2,500

- Details: Sponsor the impactful Fund the Mission moment where donations are raised specifically for medical care, food, and shelter for animals in need.
- Incentive: The sponsor gets to lead the moment on stage, highlighting the company's commitment to community support, along with branding on promotional materials related to the Fund the Mission segment.
- Two tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- Invitation to exclusive sponsor party at PMHS - date TBD

Bar Sponsor - Quantity Available: One @\$1,500

- Details: Sponsor the bar, which is a central feature of the event, offering a fun and social opportunity for attendees to grab a drink.
- Opportunity: Create a branded mocktail for the event, with a fun name tied to the business or pets.
- Benefits: Business name featured at the bar, on drink menus, and in social media posts, with the option to provide branded cocktail napkins or coasters.
- Two tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- Invitation to exclusive sponsor party at PMHS - date TBD

Sponsorship with Pope Memorial Humane Society offers meaningful opportunities for brand visibility. Through events, social media, and community outreach, your business will gain recognition as a champion for animal welfare, reaching thousands of engaged supporters.



2025 Bark + Brew in the Barn Sponsorship Opportunities

Entertainment Sponsor - Quantity Available: One @\$1,500

- Opportunity: Sponsor the band or DJ providing entertainment throughout the evening.
- Benefits: Branding on stage, the ability to introduce the band or DJ, and mentions whenever entertainment is promoted in event marketing.
- Invitation to exclusive sponsor party at PMHS - date TBD

Puppy Playpen Sponsor - Quantity Available: One @\$1,000

- Details: As the sponsor of the Puppy Playpen, your brand will be prominently displayed around the playpen area where attendees can interact with adoptable puppies.
- Incentive: Special signage and opportunities for photos with the puppies, plus a Puppy Playpen Powered by [your business name] announcement during the event.
- Two tickets to the 5th Annual Bark + Brew in the Barn on Thursday, September 25, 2025
- Invitation to exclusive sponsor party at PMHS - date TBD

Pet Hero Sponsor - Quantity Available: 20 @\$250 each

- Opportunity: Sponsor a specific shelter pet's medical care or rehabilitation, with a dedicated display about that pet's journey.
- Benefits: The pet's story will be featured with the company name and logo, and sponsors can keep their display/story board post event.
- Invitation to exclusive sponsor party at PMHS - date TBD

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