

SPONSORSHIP OPPORTUNITIES



About Forsyth Humane Society

At Forsyth Humane Society, we strive to create a safe and welcoming environment for all animals in our care. Our shelter is built on principles of honesty, transparency, compassion, and non-judgment, which guide us in our efforts to improve the lives of animals.

As a community resource, we provide essential support to pet owners, including food, supplies, veterinary care, and educational programming. We prioritize spay/neuter initiatives, offering resources and referrals to help people keep their pets healthy and happy at home. With a wealth of animal care knowledge, we are dedicated to promoting responsible pet ownership and helping individuals find their perfect animal companion for life.

At FHS, we are committed to partnering with our community to celebrate the joys of pet ownership and the importance of caring for our animal friends.

Join us in Making a Difference

Forsyth Humane Society supporters are savvy consumers who are pet lovers, parents, shoppers, business leaders, and decision makers. Our supporters are consumers in our community and are loyal to the causes they believe in.

When you support FHS, it means our audience becomes your audience. We feel fortunate to have a large, active, and engaged digital reach in our community.

✔ Website Views per Month	✔ 58,946
✔ Email Newsletter Subscribers	✔ 28,600
✔ Instagram Followers	✔ 13,266
✔ Facebook Followers	✔ 30,846

Signature FHS Events



Pet Calendar

The Forsyth Humane Society Pet Calendar Contest runs from February 1st, 2025, through February 28th, 2025.

Submit your pet's photo, gather votes, and compete for a coveted spot in our annual calendar.



Mutt Strut

Held in April at MarketPlace Mall Greenway, Mutt Strut is our annual 5K / 1 Mile race for a cause. It's the largest Mutt Strut race in NC and part of the triad race series!

Bring your pup for a fun run or walk, enjoy local vendors, food trucks, and more—all while supporting shelter pets in need.



Sip for Paws

Enjoy juice, coffee, tea, or your favorite beer as local "sipperies" unite to support Forsyth Humane Society by donating 10% of their proceeds from the day!



Par for Pets Golf Tournament

Par for Pets is Forsyth Humane Society's charity golf tournament.

Enjoy a Friday afternoon on the Tanglewood Championship course this September with friendly competition, raffles, prizes, and great company.

Signature FHS Events (Continued)



Paw Crawl

Paw Crawl is a pet-friendly pub crawl around Winston-Salem that meets once a month, from February through September.

By attending Paw Crawl nights and visiting participating bars throughout the year, you can collect points for prizes in the Paw Crawl Challenge while supporting FHS & local businesses!



Furr Ball Gala

Held in November at Forsyth Country Club, the Furr Ball Gala is one of Winston-Salem's premier events.

Enjoy an evening with dinner, a complimentary bar, dancing, raffles, silent and live auctions and more!

New in 2025



Last Paw Standing Raffle

A new and exciting event for Forsyth Humane Society this year!

Guests will enjoy an evening filled with “chance” and have the opportunity to win a new set of wheels through our reverse raffle.

PET CALENDAR SPONSOR OPPORTUNITIES

CONTEST DATES : FEB 1 - 28, 2025

SPONSOR BENEFITS	COMPASSIONATE SPONSOR \$1,000	CARING SPONSOR \$500	COMMUNITY SPONSOR \$250
Logo in 2026 Calendar	●	●	●
Feature in our Pet Calendar Weekly Email	●	●	
Feature as promo day sponsor on social media	●	●	
Vendor opportunity at our Calendar release party	●		
Sponsor of 1st/2nd place overall winner*	●		
Sponsor of a Pet Calendar Signing Party Day*	●		

***INCLUDES SOCIAL MEDIA PROMOTION**

Questions? Contact events@forsythhumane.org

MUTT STRUT SPONSOR OPPORTUNITIES

EVENT DATE : APRIL 26TH, 2025

SPONSOR BENEFITS	TITLE SPONSOR SOLD	PLATINUM PAW \$5,000	GOLD PAW \$2,500	SILVER PAW \$1,000	BRONZE PAW \$500	VENDOR SPONSOR \$250
Exclusive rights and premier location at vendor market	●	●	●	●	●	●
FHS social media & email feature	●	●	●	●	●	●
Logo on print materials (flyers and press releases)	●	●	●	●	●	●
Sign on race route	●	●	●	●	●	●
Option to include sponsor-provided samples, coupons, etc. in race packet	●	●	●	●	●	●
FHS and RunSignUp website feature	●	●	●	●	●	●
Vendor table & chairs provided	●	●	●	●	●	●
Business logo/name on event T-Shirt	Large logo	Large logo	Medium logo	Small logo	Text listing	Text listing
Complimentary registrations with T-shirts	12	10	8	6	4	2

Questions? Contact events@forsythhumane.org

SIP FOR PAWS SPONSOR OPPORTUNITIES

EVENT DATE: SEPTEMBER 4TH, 2025

SPONSOR BENEFITS	TITLE SPONSOR \$5,000	COOL CAT SPONSOR \$2,500	PLAYFUL PUP SPONSOR \$1,000
Company logo on all table tents and posters (100+ locations)	Large Logo	Medium Logo	Small Logo
Included in all social media event promotion	●		
Included in all email event promotion	●		
Mentions in digital event promotion (email & social media)	●	●	●
Logo on website	●	●	●
Logo on Map	●	●	

In 2024 we had over 30 participating locations. This event is an excellent opportunity for visibility across the Winston-Salem area & surrounding communities.

Questions? Contact events@forsythhumane.org

PAR FOR PETS SPONSOR OPPORTUNITIES

EVENT DATE : SEPTEMBER 19TH, 2025

SPONSOR BENEFITS	TITLE SOLD	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	BAR CART \$750	TEAM ENTRY \$500	HOLE SPONSOR \$250
Complimentary team of four	2	1	1	1		1	
Special tournament recognition	●						
Opportunity to speak at luncheon	●						
Opportunity to set up promo table at clubhouse	●						
Opportunity to set up promo table at hole		Hole #1	Hole #18	Hole #9			
Opportunity to drive one beverage cart	●						
Logo on all printed material	●	●	●	●			
Logo on banner	●	●	●	Company Name	Company Name		
Branded sign on course	●	●	●	●			●
Company name and link on website	●	●	●	●	●		
Signage on Beverage Cart & Representative Driver for one cart					●		

Questions? Contact events@forsythhumane.org

PAW CRAWL SPONSOR OPPORTUNITIES

3RD THURSDAY EVERY MONTH, FEB - SEPT

SPONSOR BENEFITS	TITLE SPONSOR (SOLD)	MAP SPONSOR (SOLD)	PARTICIPATING BAR SPONSOR (SOLD OUT)
Logo/Company Name on all printed Paw Crawl material	●	●	●
Title sponsor feature on social media	●		
Logo on Paw Crawl Coasters & Postcards	●		
Logo on Paw Crawl Map Cards	●	●	
Logo on Paw Crawl Weekly Email Feature	●		
Website Logo Feature	●	●	Linked Text
Included in all Paw Crawl social media Feb - Sept	●		●
Social media highlight during event month			●

Questions? Contact events@forsythhumane.org

FURR BALL SPONSOR OPPORTUNITIES

EVENT DATE : NOVEMBER 8TH, 2025

Furr Ball is presented by Bob King Automotive and generously underwritten by Mrs. Christine & Dr. Michael Morykwas

SPONSOR BENEFITS	PRESENTING SPONSOR (SOLD)	COMPASSIONATE SPONSOR \$10,000	HUMANE SPONSOR \$6,000	KINDNESS SPONSOR \$3,000	CARING SPONSOR \$1,000	CONSIDERATE SPONSOR \$500
Reserved table of 10 at the event	●	●	●	●		
Logo/Company name included in social media feature	●	●	●			
Logo/Company name included in email feature	●	●	●			
Company logo and link on website	●	●	●	●	●	●
Logo/Company name recognition in event program	●	●	●	●	●	●
Logo/Company name recognition on event video	●	●				
Includes tickets to the event	Reserved 10-top	Reserved 10-top	Reserved 10-top	Reserved 10-top	4 tickets	2 tickets
Logo/Company name included on event flower arrangements			●			
Logo/Company name on event save the dates, invitations, and programs	●					

Questions? Contact events@forsythhumane.org

LAST PAW STANDING REVERSE RAFFLE

EVENT DATE: JUNE, 2025

SPONSOR BENEFITS	COMPASSIONATE SPONSOR \$10,000	HUMANE SPONSOR \$7,500	KINDNESS SPONSOR \$5,000	CARING SPONSOR \$1,000	CONSIDERATE SPONSOR \$500
Complimentary raffle tickets	10	8	6	4	2
Exclusive event branding	●				
Logo included in press release	●	●			
Logo/Company name included in pre-event social media feature	●	●	●		
Logo/Company name included in email feature	●	●	●	●	
Company recognition during event drawings	5x	4x	3x	2x	1x
Logo on 50/50 Boards	●	On half of boards	On 1/4 of boards	On 1/4 of boards	
Company logo and link on website	●	●	●	●	●
Post-event social media recognition	●	●	●	●	●

Questions? Contact events@forsythhumane.org

Sponsor/Business Name _____

Primary Contact _____

Mailing Address _____

Contact Phone # _____

Contact Email _____

Sponsor Signature _____

Date Signed _____

EVENT	SPONSOR LEVEL	\$ AMOUNT
	Total Sponsorship Amount	\$

Payment made online

Send an Invoice
(ccaines@forsythhumane.org)

Check Enclosed Mail to:
4881 Country Club Rd.
Winston Salem, NC 27104
ATTN: Cindy Caines