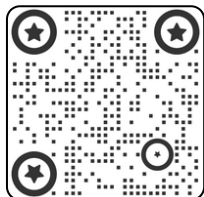


JOIN US AT THE FUR BALL

Friday Evening, October 9, 2026 | I Hotel and Illinois Conference Center Heritage Hall

As an independent nonprofit, the Champaign County Humane Society receives no government funding and it is not part of a larger animal welfare organization. Nights like Fur Ball celebrate the commitment of our community and provide fun and rewarding ways for all donors to give. Sponsors make it possible.

INVEST IN OUR MISSION AND YOUR BUSINESS



The benefits highlighted below are just the beginning. As you increase your sponsorship level, we increase the recognition and celebration you receive. Scan the QR code to see the details about promoting each sponsorship level.

Platinum Paw Sponsor

- 8 Event Tickets
- Full page b+w program ad

Gold Paw Sponsor

- 4 Event Tickets
- Your business pages tagged in social media recognition

Silver Paw Sponsor

- 2 Event Tickets
- Logo used in sponsorship recognition

Friend of Fur Ball

- Named as event sponsor
- 25% discount available on pairs of tickets and tables

Stand out as a Title Sponsor *(Limited Availabilities)*

Presenting Sponsor:

- 10 Event Tickets
- The event will be the Fur Ball, presented by YOU
- Logo on the invitation and all event “header” graphics
- and so much more

Golden Getaway Sponsor:

The \$100 Golden Getaway Vacation Raffle is one of the most highly advertised aspects of our dinner and auction. We promote you whenever your raffle is mentioned, including across social media, press, radio, the formal invitations, our website, email newsletters, and at the Fur Ball event. Owning this fundraiser is guaranteed to highlight your brand. **Complimentary table for 10.**

Custom Title Sponsorships:

We have limited opportunities to develop custom sponsorships, best suited to your organization’s goals, services, or messaging!

MEANINGFUL VISIBILITY IN YOUR COMMUNITY

We proudly celebrate generosity, and our friends value and notice the businesses and organizations that align with their passion for pets. Take this opportunity to place your brand and logo in front of a deeply engaged audience. There are options for your business, no matter your philanthropy goals.



FACEBOOK ENGAGEMENT

26,100+ followers

1.8M Views in
2026 (so far!)

Interactions and
views are both up
65+% from 2025



INSTAGRAM AUDIENCE

3,100+ followers

Reach local
audiences: 55%
are women 25-44

Annual average: 211
views per follower



E-NEWSLETTER CIRCULATION

15,600+ emails

Average open rate
exceeds 30%

Two to four
communications
per month



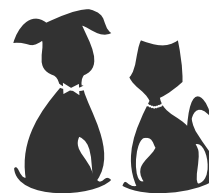
PAW PRINTS MAGAZINE

3,500+ circulation

Often shared in
local waiting
rooms and offices

Archived online for
ongoing visibility

FUR BALL SPONSORSHIP 2026



Event Tickets

	Presenting Paw*	Platinum Paw	Gold Paw	Silver Paw	Friend of Fur Ball
Complimentary Tickets	10	8	4	2	0
25% discount on tickets	✓	✓	✓	✓	✓

Logo Presence**

Large	✓	✓			
Mid-sized			✓		
Small				✓	
No Image, Colored Text					✓

Our Website and Publications

Thanked in Paw Prints' winter vol.	✓	✓	✓	✓	✓
Logo** on our homepage	✓	✓			
Logo** on event webpages	✓	✓	✓	✓	
Brand thanked in text on webpages	✓	✓	✓	✓	✓
Included in the e-mail blast	✓	✓	✓	✓	✓

At the Fur Ball

Thanked on Stage	✓	✓			
Thanked on Directional Signage	✓	✓	✓		
Thanked on Ballroom Screens, Solo	✓	✓			
Thanked on Ballroom Screens, Group			✓	✓	✓

Presenting Paw Sponsors

Presenting Sponsors stand in a league of their own. In addition to being recognized through these opportunities, they will also have their logo featured:

In Fur Ball web and email headers
On the printed invitation
In a photo backdrop at the event
On the front of bid paddles
On the program cover

Logo Presence

Throughout the recognition season, before and after Fur Ball, your "logo presence" refers to the relative impression your logo could receive, in comparison to the other levels. **Most frequently, the differentiator will be size.** Logos may also be differentiated by being static or part of a slideshow.

Exact sizes or variations between levels will vary depending on the medium.

The Event Program

This is your space, to speak directly to our guests, and your customers and friends. Share a completed .pdf of your ad, or ask for our assistance in designing it.

Presenting Paw: 5" x 8"
Inside or back cover
Full Color

Platinum Paw: 5" x 8"
Gold Paw: 10.5" x 2.25" or
5" x 3.75"
Silver Paw: 2.25" x 4" or
5" x 2.25"

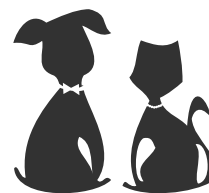
Friend of Fur Ball:

All of the Fur Ball "friends" will be thanked as a group on the inside back cover. It's a full color page, and their preferred name will be displayed **as text** in the color of their choice.

Featured Auction Lots Optional

Sponsors supporting the silent auction will also be highlighted as "Featured Auction Lots" as guests bid in the auction software. You'll have an 8" x 10" full-color sign at your lot in the ballroom, where your logo will also be included.

SOCIAL MEDIA RECOGNITION



Presenting Paw

Platinum Paw

Gold Paw

Silver Paw

Friend of Fur Ball

Vertical Video*

Contribute a Clip up to 8 seconds	✓	✓			
Contribute a Clip up to 5 seconds			✓	✓	✓
Tagged as a Video "Collaborator"	✓	✓	✓		

Vertical Video

Optional

Consider sending us a short video **or** audio clip of your team saying hello to our pets, sharing the upcoming Fur Ball, or telling our followers that your brand supports animal welfare.

Multiple clips from sponsors and the shelter team will be used to create each video. Clips will be added to our platforms as Instagram Reels, Facebook Reels, and TikToks.

"Collaborators" can be added on Facebook and TikTok.

Facebook

Thanked in Feed	✓	✓	✓		
Event Page Co-Host	✓				
Thanked on the Event Page Feed	✓	✓	✓	✓	✓
Thanked in Stories				✓	✓
Tagged in Captions	✓	✓	✓	✓	
Tagged in one Fall Adoption Post	✓	✓	✓		

Questions?

Reach out to our Event Coordinator, Elizabeth Young, for any more info on the night of Fur Ball, advanced recognition, or for any specific social media metrics you are interested in.

Elizabeth Young
Event Coordinator
elizabeth@cuhumane.org

We hope you join us for Fur Ball 2026.

Instagram

Thanked in Feed, Solo	✓	✓			
Thanked in Feed, Multi-Slide Post			✓	✓	✓
Thanked in Stories	✓	✓	✓	✓	✓
Tagged in Captions	✓	✓	✓	✓	
Tagged in one Fall Adoption Post	✓	✓	✓		

FACEBOOK: @CUHUMANE

INSTAGRAM: @CU_HUMANE

WEBSITE: CUHUMANE.ORG

PHONE: 217 - 344 - 7297



CHAMPAIGN COUNTY
HUMANESOCIETY

FUR BALL 2026 SPONSORSHIP COMMITMENT FORM

Confirm your sponsorship before tickets go on sale in late August to ensure you receive as much exposure as possible! Final sponsorship deadline will be October 1, 2026. Give us a call at 217-344-7297 to speak with our Event Coordinator, Elizabeth, about any questions. If you're ready to sponsor, return this completed form by scan or mail, or email elizabeth@cuhumane.org to connect with us, and ask how to commit to your Fur Ball sponsorship online. Thank you for your support of homeless pets!

Sponsor Name

Primary Contact

email

phone

Address, City, State, Zip

RSVP Coordinator

email

(If different)

SPONSORSHIP LEVEL

MONETARY GIFT

IN-KIND* GIFT

☐ Presenting Sponsor. 2 Available. 1 Remaining.	\$5,000	
☐ Golden Ticket Title Sponsor. 1 Available.	\$5,000	Negotiable
☐ Platinum Paw Sponsor	\$3,000	\$5,000
☐ Gold Paw Sponsor	\$1,500	\$3,000
☐ Silver Paw Sponsor	\$1,000	\$2,000
☐ Friend of Fur Ball	\$500	\$1,000

☐ We would like to discuss a custom title sponsorship to host an activity or service at The Fur Ball

SPONSORSHIP FULFILLMENT:

☐ In-Kind* Goods and/or Services

☐ Check Included

☐ Send Card and/or ACH payment instructions

☐ Please invoice the address above

Authorized Signature

Date

*In-kind donations are defined as goods or services that would otherwise be an expense incurred by the event. i.e. printing, flowers, photography, etc. In-kind pledges must be approved by CCHS before sponsorship is confirmed. In the case of the Golden Ticket, in-kind donations includes the grand prize travel experience(s). In-kind sponsorship pledges cannot be fulfilled by donating items for the silent or live auction. Auction donors providing significant in-kind gifts which are selected for the live auction **may** be recognized as Auction Sponsors, at the discretion of CCHS and the Fur Ball committee.

