Event & Partnership OPPORTUNITIES
In addition to adoption, AHS offers programs to serve animals and the people who love them, including:

- A free Pet Helpline (952-HELP-PET) that provides community members with resources to help with everything from addressing common behavior problems to finding pet-friendly housing.
- More than 100 family-friendly dog training classes each week, along with puppy playgroups, and one-on-one training sessions.
- Education programs that foster humane values and compassion for animals, including day camps, classroom and reading programs, shelter tours, and more.
- Two convenient Veterinary Centers that offer affordable medical and preventative care, spay/neuter and specialty surgeries, and dental services to the public, with additional discounts based on income.
- A Community Outreach program that connects pet owners with free and low-cost resources they need to keep their pets happy and healthy, including pet food support and temporary pet housing.
- A Humane Investigations team dedicated to seeking justice for animals by responding to reports of animal abuse and neglect and collaborating with local law enforcement to protect animals.
- A Community Cats program focused on reducing euthanasia and providing alternative solutions for feral and free-roaming cats.
Animal 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 in our adoption centers.

AHS is able to provide the highest quality of care and compassion to pets and people in our community through the generous support of donors and partners who are as passionate about animals as we are.

SUPPORTING ANIMAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:
- A connection to the largest animal welfare organization in the Upper Midwest and its broad, passionate support base
- 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 AHS THROUGH A SPONSORSHIP OR PARTNERSHIP:
- Sponsor Walk, Wine Dinner, or Whisker Whirl – multiple sponsorship levels available
- Secure a space in the Vendor Village at the Walk for Animals
- Provide in-kind donations to offset costs at signature events
- Develop a custom partnership

For more information or to explore opportunities, reach out to partnerships@animalhumanesociety.org
Wine Dinner

Wine Dinner is an upscale donor cultivation event, bringing together Animal Humane Society’s top donors for an amazing culinary experience and opportunities to support our mission through ticket sales, live auction items, and a fund-a-need. This event grants access to our most charitable group of donors in an intimate setting. Attendees enjoy a multi-course meal with wine pairings specially created by top local chefs and wine experts.

- More than 23 successful years
- 150-200 attendees
- Raises more than $200,000 annually to support the mission of AHS

DEMOGRAPHICS*

- This is an invite-only event for our donors that have a higher net worth and more disposable income than attendees at our Whisker Whirl or Walk for Animals events.
- Of the 174 guests in attendance, 32 had a combined net worth of $95.1 million and an average net worth of $2.97 million.*
- The average guest age was 59.2 years old.*

* Based on 2019 attendees
Whisker Whirl

Animal Humane Society supporters and their canine companions experience a night on the town, mingling with other pet lovers while enjoying food, drinks, auctions, and more.

Highlights include guest activities (e.g., photo op, wine and spirit pull, raffle, signature cocktails, and more), and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, products, and services from local businesses, sporting events, and goods and services to spoil your pet.

- More than 15 successful years
- More than 300 people and 100 dogs in attendance each year
- Nearly $300,000 raised each year to support the mission of AHS

DEMOGRAPHICS*

- Higher disposable income than Walk for Animals attendees.
- The primary audience for AHS is women ages 35–60 years old. We see that trend continue in Whisker Whirl attendees, with spouses also in attendance. The average guest age is 55 years old.
- 34% live in Minneapolis, 4% live in St. Paul, 60% live in the metro area, and 2% live out-of-state. Highest concentration of metro attendees are from Golden Valley, St. Louis Park, Plymouth, and Edina.
- 70% are first-time attendees, 17% have attended Whisker Whirl the last 2–5 years, and 13% have attended for 6–10 years.

* Based on 2022 attendees

Our partnership with AHS continues to be a real privilege. We are incredibly proud of the turnout at Whisker Whirl and the success of the live auction prize we donated— that hasn’t even sunk in yet. We admire the compassion, dedication, and positive change AHS is making in the world for animals. It’s been our family’s lifetime dream to give back to AHS through a sponsorship. Thank you for letting us make that a reality.”

Jamie Compton, Owner & Culinary Concierge, Wandering Kitchen & Barkley’s Bistro
YOUR LOVE
KEEPS THEM SAFE
YOUR LOVE
HELPS THEM HEAL
YOUR LOVE
GIVES THEM A
SECOND CHANCE

TICKETS AVAILABLE
animalhumanesociety.org/whiskerwhirl

LET’S CHANGE LIVES TOGETHER
Join us in the heart of the Minneapolis Arts District for an evening of celebration
to benefit Animal Humane Society. The best part: Your dog is invited too!

SATURDAY, SEPTEMBER 23, 2023
QUINCY HALL MINNEAPOLIS
WHISKER WHIRL
PLYMOUTH LIONS CLUB

ALL DAY
ANIMAL HUMANE SOCIETY
845 Meadow Ln N
Golden Valley, MN 55422

COME CELEBRATE WITH US AND CHANGE LIVES!
Join us for an unforgettable evening in the heart of the Minneapolis Arts District at Whisker Whirl. Make a difference for animals while enjoying a cocktail reception, silent auction, activities, and seated dinner. The best part: Your dog is invited too!

It’s time to celebrate.
It’s time to make second chances possible.
It’s time to Whirl.

TICKETS AVAILABLE
animalhumanesociety.org/whiskerwhirl

Event Promotional Examples
- Event website
- Event signage & experiences
- Social media presence & Pet Dish newsletter promotions
- Invitation postcards
- In-shelter postcard

Gourmet treats for your pup by Must Be Ruff
Walk for Animals

The Walk for Animals is a celebratory day featuring a 1-mile walk, live band, vendors, fun activities for all ages, and a festive atmosphere honoring the special bond between humans and their pets.

The Walk is also the largest and most successful fundraising event for Animal Humane Society with a goal of raising $1 million for animals in need.

In 2022, the Walk for Animals moved to the MN State Fairgrounds in St. Paul after outgrowing the space at our Golden Valley shelter. This location provides free parking, a designated and covered space for vendors, and ample room for all types and sizes of animals - from dogs, cats, and bunnies to ferrets, ducks, and miniature ponies!

- Long history — 52 successful years!
- Estimated 7,000-10,000 people and 2,000-3,000 pets
- More than 240 corporate and friends/family teams participate
- A dedicated team of more than 100 volunteers and 140 staff make this well-organized event possible
- A Vendor Village featuring 70+ businesses: pet-related products, rescue partners, AHS booths, food and beverage trucks, and more
- A local radio station featuring music and giveaways
- Live music, mascot appearances, a pet costume contest, and more

DEMographics*

- Primary audience for AHS is women ages 35-60 years old. We see that trend carry over to this event with the highest concentration of participants being 25-54 years old or 55+
- All ages enjoy participating in the Walk for Animals, especially families with children. The average guest age is 50.4 years old.
- Walkers averaged 2.3 years of participation.
- The majority of people attending reported living in Minneapolis or St. Paul. Large audience segments also came from surrounding suburbs including New Brighton, Mounds View, Arden Hills, Anoka, Ramsey, Maple Grove, St. Louis Park, Golden Valley, Edina, Robbinsdale, Crystal, and Fridley.

* Based on 2023 attendees
We're back for our largest fundraising event of the year! Join us on Saturday, May 6, to celebrate second chances for local animals.

REGISTER TO FUNDRAISE TODAY
walkforanimalsmn.org

Questions? Email our team at walk@animalhumanesociety.org.

Animal Humane Society
845 Meadow Ln N
Golden Valley, MN 55422

EVERY STEP IS A SECOND CHANCE

Not all heroes wear capes!
Your early fundraising success means you've earned your Walk T-shirt early, so you can arrive at the event in style!

Register today at walkforanimalsmn.org

Prize insert

In-shelter promotions

Email footers

Questions?
walkforanimalsmn.org | 763-432-4841
walk@animalhumanesociety.org

EVERY STEP IS A SECOND CHANCE

Show your support for local animals!
Join us on Saturday, May 6, at the Minnesota State Fairgrounds to change animals' lives!

YOU PUT THE STAR IN WALK STAR

Not all heroes wear capes!
Your early fundraising success means you've earned your Walk T-shirt! We hope you'll wear it proudly on Saturday, May 6, at the Minnesota State Fairgrounds for event day — because making a difference is always in style.

#WalkForAnimals

Thank you for joining us for the Walk for Animals and helping make the future brighter for animals in need.

THANK YOU, WALK STAR!

Fundraising is hard work, you must be thirsty. Have a drink on us!

Valid for one (1) free beer or soda at Shanghai Henri's in the International Bazaar.

Walk Stars
Past Supporters