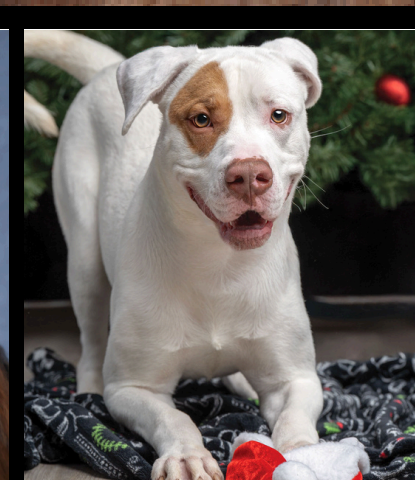


# Humane Society

Hastings Prince Edward

**Best Friends FUR-ever  
Calendar Contest**



# 2026 “BFF” CALENDAR CONTEST

In June, 2026 HSHPE will launch the BFF calendar contest. This is a multi-faceted social and print media event that is powered by the influence of social media and the love people have for their pets.

The concept is simple:

- Pets are entered in the contest by uploading their picture to the contest platform online.
- Friends, family and social media audiences are asked to vote.
- The top 20 pets with the most votes, win!

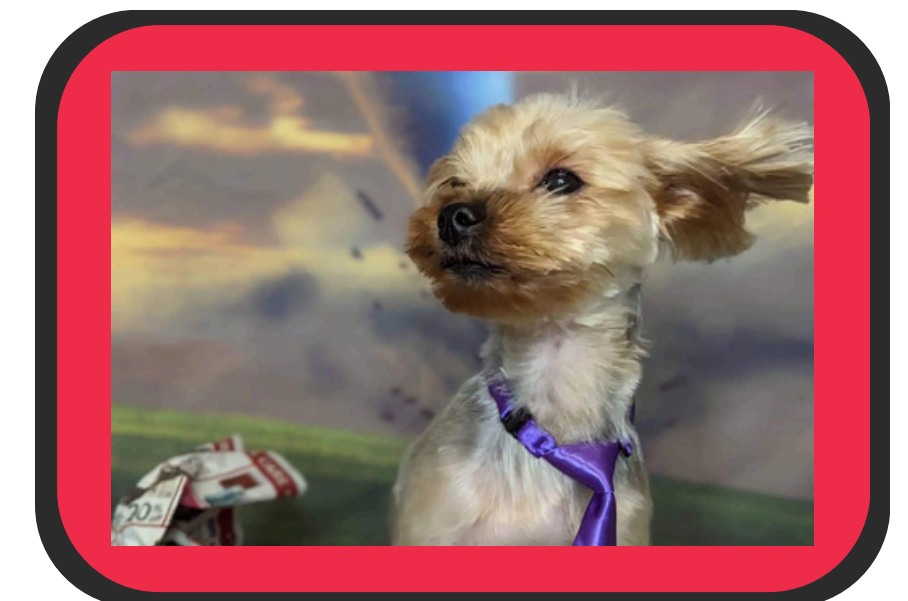
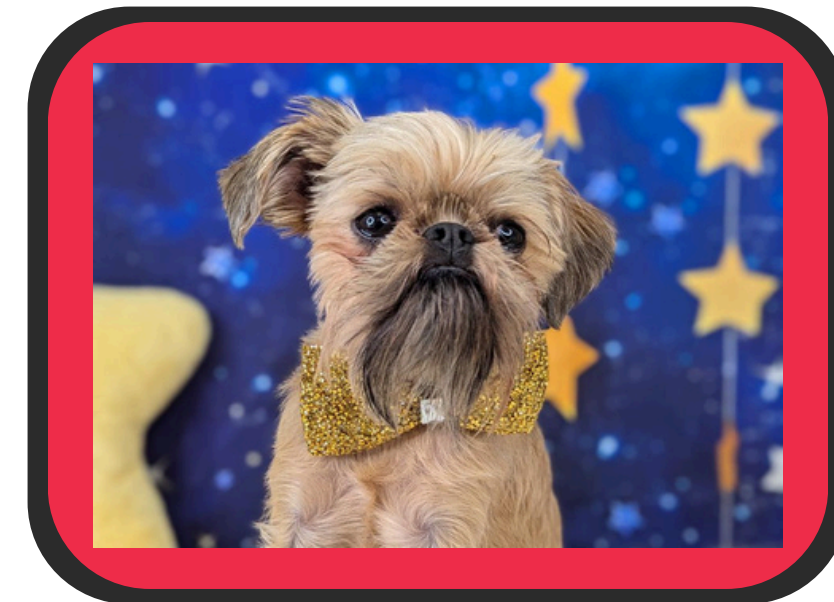
1st Place (most votes) – Pet featured on the cover of the BFF Calendar

- Professional grooming session
- Professional photoshoot for the cover picture
- 5 copies of the calendar to share with family and friends

2<sup>nd</sup> – 12<sup>th</sup> Place – Pet featured on one month of the BFF Calendar

- Professional photo of your pet
- 2 copies of the BFF Calendar to share with family and friends

13<sup>th</sup> – 20<sup>th</sup> place – Pet included on the honourable mentions section of the BFF Calendar



# AUDIENCE

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## High-Impact, Multi-Channel Exposure

- Sponsors gain repeated visibility across HSHPE's 20,000+ social followers, contest promotions, participant sharing, and ongoing campaign updates—creating constant touchpoints throughout the 30-day contest.

## Community-Driven Organic Reach

- Every pet entered brings its own network of family, friends, and supporters who share voting links and updates, amplifying sponsor recognition far beyond HSHPE's base as friendly competition grows.

## Year-Round Brand Presence

- Printed calendars act as 12-month advertising pieces displayed in homes, offices, and public spaces—keeping sponsor logos and messages visible daily long after the contest ends.

# Sponsorship OPPORTUNITIES



## ~~Title Sponsor (1) \$2500~~ — Sold!

- Naming rights: “Best Friends FUR-Ever Calendar Contest Presented by Your Business”
- Prominent branding: Your logo and messaging receive first-tier placement
  - Calendar front page
  - Contest website & all related webpages
  - All promotional and marketing materials
  - Email communications to participants
  - Dedicated HSHPE social media posts / messaging
- Boosted social media post promoting your business as the presenting sponsor
- Social media branding kit for your own use and promotion
- Inclusion in all media alerts
- 10 calendars for your team
- Opportunity to pre-order additional calendars for your team
- Post-event reporting



## ~~Bottom Tab \$1000~~ — Sold!

- Half the bottom tab advertising space
- Visibility with cover + all 12 months
- Social media branding kit for your own use and promotion
- Social media feature on all HSHPE channels (20K followers)
- 5 calendars to share with family and friends



## Back Cover (1) \$1000

- 1/2 page ad on the back cover of the BFF Calendar
- Social media branding kit for your own use and promotion
- Social media feature on all HSHPE channels (20K followers)
- 5 calendars to share with family and friends

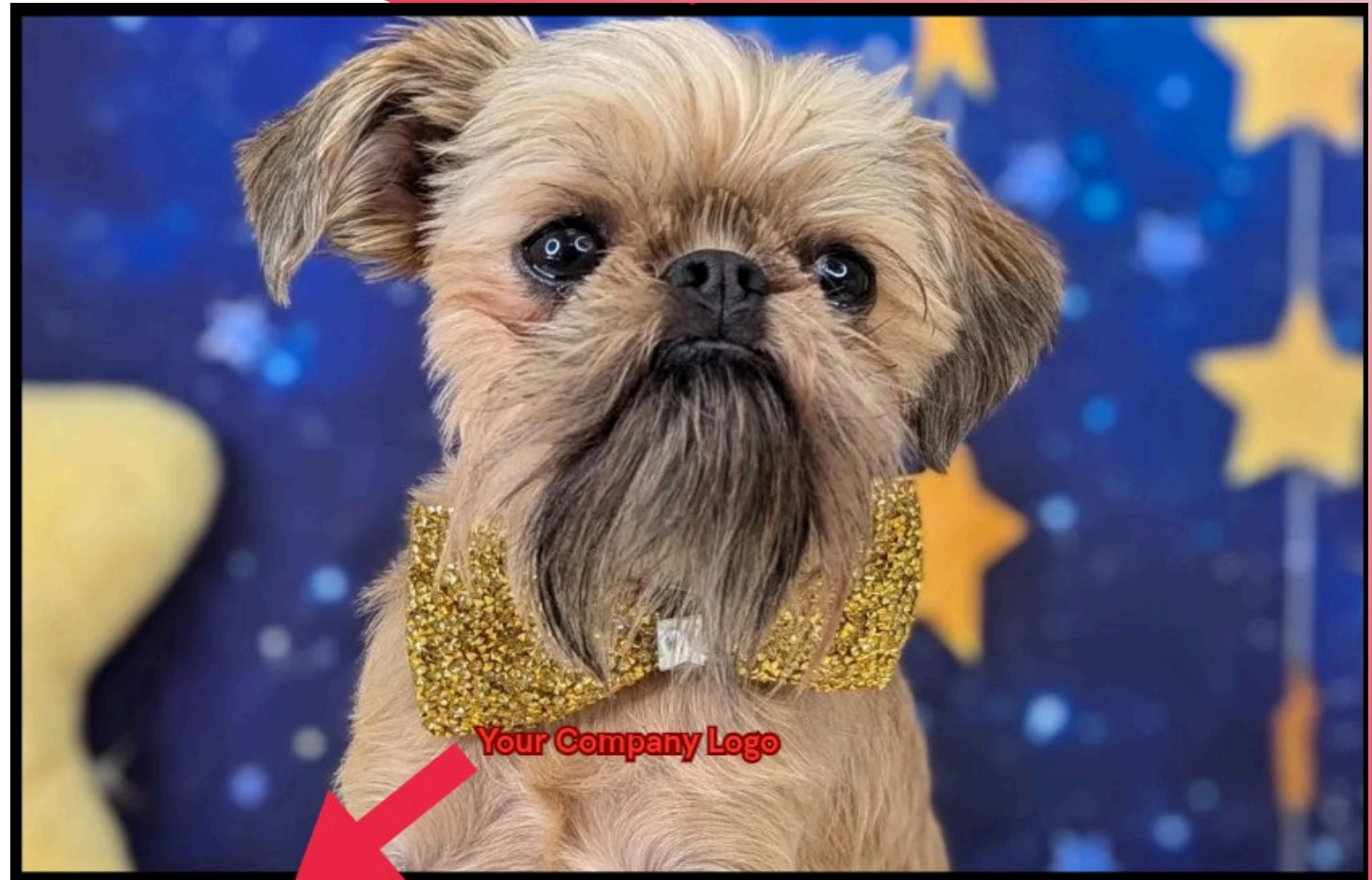
## Monthly Sponsor \$500

- Business name and logo featured on one month
- Social media branding kit for your own use and promotion
- Social media feature on all HSHPE channels (20K followers)
- 2 calendars to share with family and friends

## Honorable Mentions \$500

- Business name and logo featured on honorable mentions page
- Social media branding kit for your own use and promotion
- Social media feature on all HSHPE channels (20K followers)
- 2 calendars to share with family and friends

# Best Friends Fur-Ever 2027

## JUNE

Potato is a 1 year old Brussels Griffon  
She is known for her 'bork' instead of bark  
and loves to hangout on mom's grooming  
table while she's working

June Proudly sponsored by:  
**Sponsorship Company**  
123 Sponsorship Rd, Belleville,  
ON, K8N 4Z2  
info@thebestsponsors.ca



Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	 5	6
7	 8	9	10	11	12	13 14
12	15	16	 17	18	19	20
 21	22	23	24	25	 26	27
28	29	30				

\*Actual Calendar designs may differ\*

# Other Sponsorship OPPORTUNITIES



~~In-Kind Photographer~~ **SOLD** Dave Carnahan Photography

- Photograph and edit the photos for the top 13 winning pets

**In-Kind Print Sponsor**

- Print 1000 copies of the completed calendar

**In-Kind Graphic Design**

- Work alongside photographer to design the 2026 BFF Calendar

**In-Kind Deliverables**

- 1/4 page ad on the back cover of the BFF Calendar
- Social media branding kit for your own use and promotion
- Social media feature on all HSHPE channels (20K followers)
- 5 calendars to share with family and friends
- opportunity to pre-order additional calendars

**Be an HSHPE Promo Partner !**

- Advertise and promote the contest in your store, office or online
- Social media mentions on all HSHPE channels (20K followers)
- Opportunity to pre-order calendars for your team

# Humane Society




# Society

Hastings Prince Edward



We're Connected  
by Compassion.

## Contact Us

-  613-968-4673
-  [rnicholls@humanesocietyhpe.ca](mailto:rnicholls@humanesocietyhpe.ca)
-  <https://www.humanesocietyhpe.ca>
-  34 Wallbridge Loyalist Rd. Belleville, ON K8P 0B4

# THANK YOU

# About

## HUMANE SOCIETY HASTINGS PRINCE EDWARD

HSHPE cares for stray, surrendered, neglected and abused animals in Hastings and Prince Edward Counties. The Society **returns lost animals** to families, **coordinates adoption** of animals to forever homes, **provides medical care** and other necessities for animals in distress, **provides spay/neuter services** to control pet over-population and **educates the public** about animal welfare.

HSHPE is a community hub for:

- education
- volunteerism
- employment
- team building
- animal welfare advocacy



## The Year in Numbers

# 1635

## animals assisted in 2024

1095 Cats • 440 Dogs

86 Small Animals

12 Birds • 2 Reptiles

