

Get Your Paws on a Loyal New Audience

Our MHHS family is your audience of community-minded, highly motivated, enthusiastic pet lovers of all ages. By connecting your business with our established, high-profile events, you will tap into this loyal following. Association with the region's proven humane leader, along with a targeted selection of broadcast, print and social media marketing will:

**Increase your brand awareness • Heighten your corporate image
Show you care!**

Title Sponsor - \$15,000

"The XYZ Company Gala for Animals"

As Title Sponsor, your company will receive an unprecedented level of visibility for two months before the event, at the event, and for a full year in our beautiful new Animal Care Center.

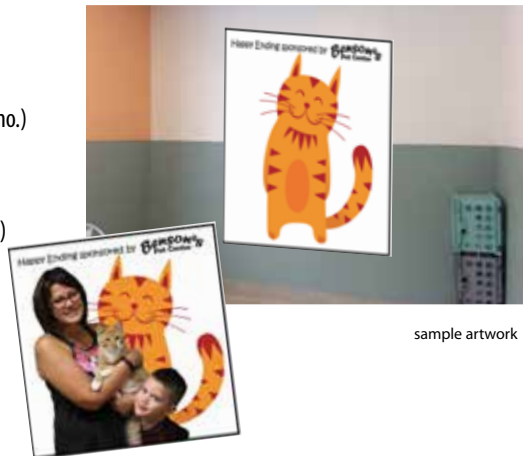
In addition to the benefits listed, your company will receive prominent name and logo recognition in the Gala for Animals on News10 ABC television spots with Steve Caporizzo and John Gray, and in all media mentions. (We have weekly pet features on 98.3 WTRY and 99.5 The River.)

Title Sponsorship also comes with a branded Cat Adoption Photo Station wall. Every week, we'll post a Facebook photo of a happy feline adoption in front of the large graphic that features your logo. Our page receives upwards of 50,000 views weekly and fans love our adoption posts!

- ✓ All gala references will include company name
- ✓ Two guest tables – a total of 20 seats
- ✓ VIP cocktail hour with open bar for 10
- ✓ Logo prominent on front of invitation (qty. 2,500)
- ✓ Honorary Committee listing for two
- ✓ Branded welcome signage
- ✓ Logo prominent in gala video
- ✓ Two full pages in gala program
- ✓ Your logo on branded gift for attendees
- ✓ Logo on MHHS website (35,000 unique visitors/mo.)
- ✓ CEO or representative may speak at event
- ✓ Recognition on MHHS Facebook page (32,600 Likes, upwards of 50,000 weekly reaches)
- ✓ Name/logo in MHHS Capital Pet newsletter (circ. 14,000+)
- ✓ Recognition in three MHHS e-blasts (18,000+ actives)

A Full Year of Visibility

- ✓ Cat adoption photo station for one year. Adoption photos showing company logo will be posted weekly on MHHS Facebook page.
- ✓ Insert with info or coupon included in adoption folders for one year. Over 3,600 adoptions in 2017!



sample artwork

All Sponsorship Levels Include the Following:

- Gala Tickets
- VIP Cocktail Reception Attendance for Two
- Logo on Invitation (2,500)
- Honorary Committee Listing for Company CEO & Partner
- Logo in Gala Video
- Logo on MHHS website (35,000 unique visitors/mo)
- Capital Pet Newsletter Listing (14,000+ per issue)
- Listing in Two E-blasts (18,000+ actives)

Hero and Guardian Levels Include Naming Opportunities for Extra Visibility at the Event

Hero Naming Opportunities

- Cocktail Hour
- Mission Video
- Live Auction

Guardian Naming Opportunities

- Kitty Corral
- Dessert
- Silent Auction
- Selfie Station
- Band Sponsorship

Hero \$7,500

- 10 Tickets
- Premiere Naming Opportunity - First Come Basis
- Program Book Ad Full Page Inside Cover
- Logo Inclusion in Newsletter and E-blasts

Guardian \$5,000

- 8 Tickets
- Naming Opportunity First Come Basis
- Program Book Ad Full Page
- Logo Inclusion in Newsletter and E-blasts

Companion \$2,500

- 4 Tickets
- Program Book Ad Half Page
- Name Inclusion in Newsletter and E-blasts

Friend \$1,000

- 2 Tickets
- Name Inclusion in Newsletter and E-blasts

Don't miss your opportunity to take advantage of all benefits. Deadline is February 21, 2018.

For further info or to customize your sponsorship, please contact:

Marguerite Pearson
Marketing & Communications Manager
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MHHS is a 501(c)(3) not-for-profit organization funded by donations. All contributions are tax deductible as allowed by law.





The lives of animals and people are closely intertwined.

When you support the Mohawk Hudson Humane Society, not only do you provide lifesaving care and protection for our region's homeless animals, you also contribute to a more humane community for us all.

By keeping animals safe – whether they be homeless or owned – by helping pet owners care for their companions, and by providing a voice for those that cannot speak for themselves, we fulfill our mission:

To enrich the lives of animals and the people who love them.

- Sheltering & Adoption
- Rescue & Rehabilitation
- Cruelty Investigation
- Spay/Neuter
- Community Outreach
- Humane Education



Mohawk Hudson Humane Society
3 Oakland Avenue, Menands, NY 12204
www.mohawkhumane.org



Mohawk Hudson Humane Society

gala for animals

Sponsorship Marketing



Saturday, April 28, 2018 • Albany Marriott

Emcee - News10 ABC's Steve Caporizzo
Auctioneer - 98.3 WTRY's Jaime Roberts
Music & Dancing with Grand Central Station
Silent and Live Auctions & Special Animal Guests