



# **Monadnock** Humane Society

## 2022 Event Sponsorship Proposal



# ABOUT THE HAIR BALL AND WALK FOR ANIMALS

Help Monadnock Humane Society create a strong, compassionate community for animals and those who love them. [Be an MHS Event Sponsor](#), and show the community you support the important work that MHS does!

Levels of \$500 and above automatically sponsor BOTH of our two major fundraising events. Under \$500 and you choose the event your business would like to sponsor.

Receive the benefits at the level that will reinforce your business goals.

More sponsorship details on page 4 to 11.



## THE 34TH WALK FOR ANIMALS

The MHS Walk for Animals brings people of all ages together to Walk for the Animals. For weeks before the event, participants raise money for the homeless animals of MHS by asking friends, family, and colleagues to support them.

[Mark your calendars for Saturday, June 25, 2022.](#)

## THE 20TH HAIR BALL GALA

Each year, people come together in the spirit of community and kindness and celebrate the amazing animal-human bond. Voted the #1 Event for Charity in the Best of Monadnock Awards for 8 years! This year we will be back for an in-person event again with cocktail and canape style catering, not to be missed live auction and entertainment.

[Mark your calendars for Thursday, September 22, 2022.](#)

# ABOUT MONADNOCK HUMANE SOCIETY



Since 1875, [Monadnock Humane Society](#) (MHS) has nurtured the well-being of animals and their human companions. [We provide education, programs, and services that create a healthier, more compassionate community for all.](#) Our shelter, located in Swanzey, NH cares for over 1600 animals each year and serves 44 communities in the Monadnock Region and beyond.

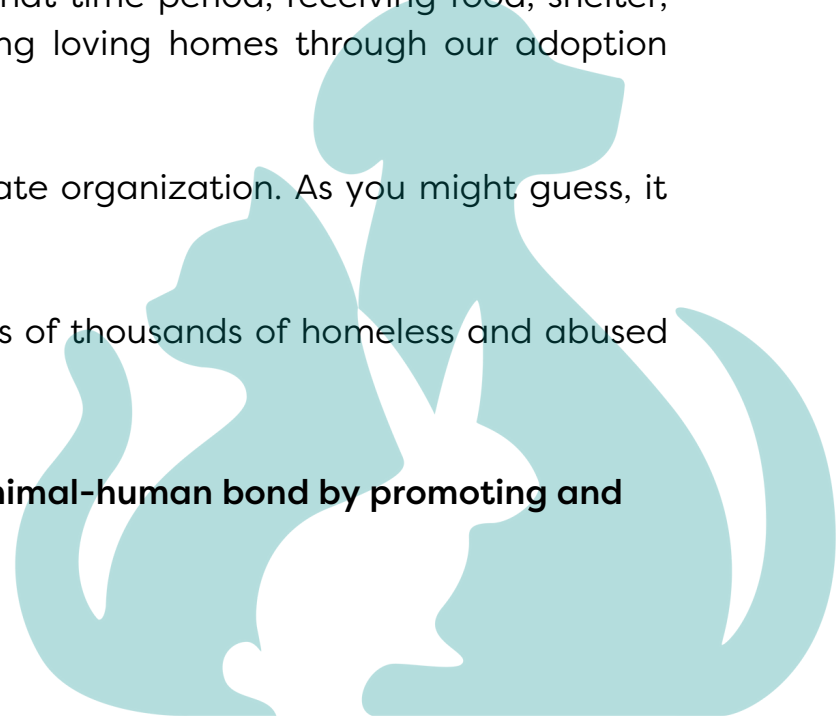
Monadnock Humane Society has been a fixture in the Monadnock Region for more than 146 years. A countless number of animals have passed through our shelter in that time period, receiving food, shelter, and loving care. Over Ninety percent of them have found lifelong loving homes through our adoption programs.

We do not receive financial support from any government or private organization. As you might guess, it takes a lot of money to care for that many animals.

Sponsoring a Monadnock Humane Society Event will save the lives of thousands of homeless and abused animals each year, and will give back to our community.

**The mission of Monadnock Humane Society is to strengthen the animal-human bond by promoting and providing for the well-being of animals.**

Learn more about us at [MONADNOCKHUMANESOCIETY.ORG](https://monadnockhumanesociety.org)





# EXPAND YOUR REACH

OUR SUPPORTERS CAN BECOME YOUR SUPPORTERS



## 2021 STATISTICS

### SOCIAL MEDIA

**13,000**



**FOLLOWERS** on Facebook, Instagram, LinkedIn and TikTok

### SUBSCRIBERS

in Constituent Database

OVER **7,000 email addresses**  
OVER **23,000 mailing addresses**

### WEBSITE



**20,108 UNIQUE**  
Visitors per month (avg)



**2,184**  
average day

page views

### EXPOSURE



Press and media releases,  
social media, posters, ads



# TITLE SPONSOR \$15,000

SOLD OUT | ONLY ONE SPOT IS NO LONGER AVAILABLE

## HAIR BALL BENEFITS

- Naming rights for the event and inclusion of logo on all promotional materials
- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Event website between January 2022-December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts
- 10 complimentary seats to Hair Ball
- 15-second video spot during the Hair Ball event (provided by sponsor)

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Unlimited fee-waived registrations for your team members
- Public acknowledgment throughout the event by emcees
- Two (2) 15x10 booth spaces at the event in a prime location with direct access to animal lovers
- Premier logo placement on the back of event t-shirt
- 10 Free event t-Shirts
- Logo on banner displayed on the start/finish line of the walk
- Solo logo placement at the top of the "All Sponsors" banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded goodie bags to participants



# ALPHA DOG BID PADDLE SPONSOR \$10,000

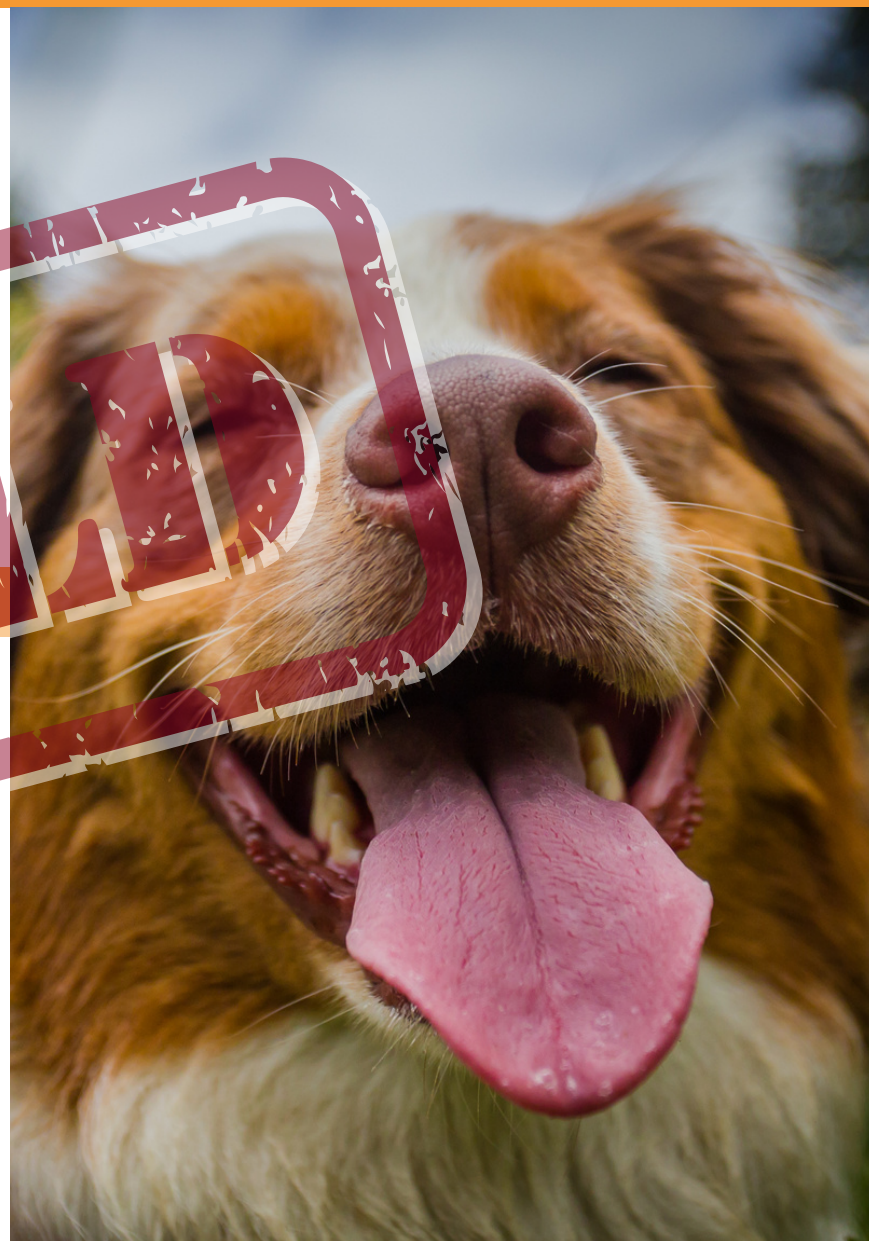
SOLD OUT | ONLY ONE SPOT IS NO LONGER AVAILABLE

## HAIR BALL BENEFITS

- Featured on bid/auction paddles during the event
- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Event website between January 2022–December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts
- 8 complimentary seats to Hair Ball

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Registration fee waived for 8 team members
- Public acknowledgment throughout the event by emcees
- One (1) 15x10 booth space at the event in a prime location with direct access to animal lovers
- Logo placement on the back of the event t-shirt
- 10 Free event t-Shirts
- Logo on banner displayed on the start/finish line of the walk
- Logo placement at the top of the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded goodie bags to participants





# FAT CAT SPONSOR \$5,000

Your donation is tax-deductible

## HAIR BALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Event website between January 2022–December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts
- 6 complimentary seats to Hair Ball

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Registration fee waived for 5 team members
- Public acknowledgment throughout the event by emcees
- One (1) 15x10 booth spaces at the event in a prime location with direct access to animal lovers
- Logo placement on the back of the event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo placement on the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded goodie bags to participants





# RESCUER SPONSOR \$4,000

Your donation is tax-deductible

## HAIR BALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Event website between January 2022–December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts
- 4 complimentary seats to Hair Ball

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Registration fee waived for 4 team members
- Public acknowledgment throughout the event by emcees
- Logo placement on the back of the event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo placement on the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage



# COMPANION SPONSOR \$2,500

Your donation is tax-deductible

## HAIR BALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Event website between January 2022–December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts
- 2 complimentary seats to Hair Ball

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Registration fee waived for 2 team members
- Logo placement on the back of the event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo placement on the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage





# BEST BUDDY SPONSOR \$1,000–\$2,499

Your donation is tax-deductible

## HAIR BALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Logo and link on Event website between January 2022 – December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Logo placement on the back of event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo placement on the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage





# FRIEND SPONSOR \$500–\$999

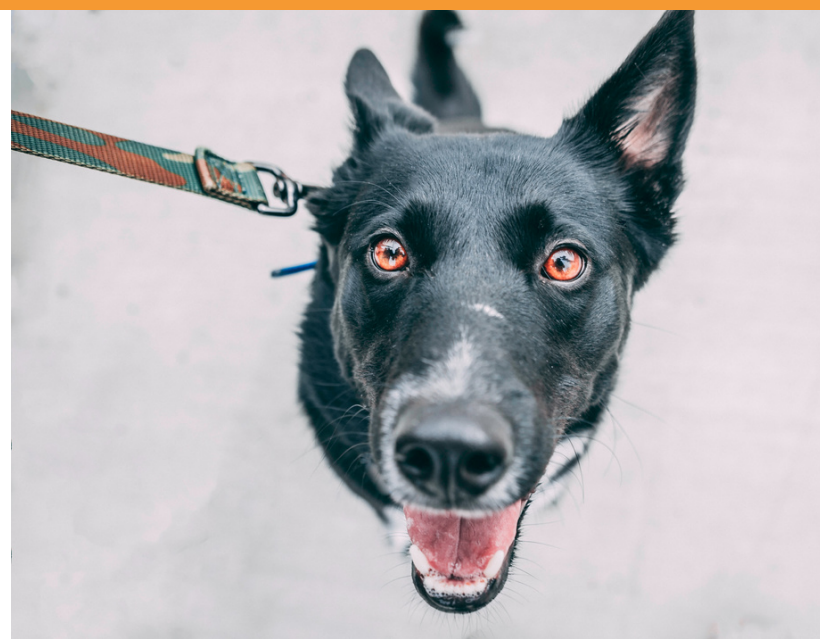
Your donation is tax-deductible

## HAIR BALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 7,000+)
- Announcement of sponsorship to over 13,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Logo and link on Event website between January 2022–December 2022
- Logo on promotional posters distributed throughout the Monadnock region
- Logo on email blasts

## WALK FOR THE ANIMALS BENEFITS

- All of the above AND
- Logo on banner displayed on the start/finish line of the walk
- Logo placement on the “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage



# FUND-A-NEED SPONSOR - \$250 - \$499

You pick which event you want to sponsor - Your donation is tax-deductible

## HAIR BALL BENEFITS

- YOU HELP KICK START our "FUND A NEED" Portion during the Hair Ball
- Public acknowledgment of "donation" by emcee during event
- Listed in Fund-a-need sponsor board at event
- Listed on event website

## WALK FOR THE ANIMALS BENEFITS

- Logo inclusion on event signage
- Listed on event Website







# Social Responsibility

What is social responsibility? It is the ethical obligation of an organization to the community in which it exists. At Monadnock Humane Society, we believe it's our social responsibility to care for animals and match them with loving homes. We are also there for humans in need (elaborate ON ASN...)

Do you believe in social responsibility? Would you like to show that your organization values the community as well as the profits earned there?

## *GIVING TO MONADNOCK HUMANE SOCIETY IS THE PERFECT WAY TO SHOW:*

- Your company cares about animals. Giving needy animals a safe, secure environment is the best way to show this.
- Your company cares about people. The majority of people have tender feelings toward animals. Donations are a way to show that your organization shares these values.
- Your company cares about safe neighborhoods. Rescuing abandoned and lost animals wandering in neighborhoods makes both residents and animals safer.
- Your company cares about the planet. Your funds will help to provide affordable spay and neuter services to prevent future generations of unwanted animals.

### **Summary**

Becoming a sponsor of Monadnock Humane Society is a visible and effective way to show you believe in social responsibility to your community.

**Learn more about us at [MONADNOCKHUMANESOCIETY.ORG](https://MONADNOCKHUMANESOCIETY.ORG)**







# 2021-2025 STRATEGIC PRIORITIES

## Goals and Strategies

### PROGRAMS

Broaden and deepen community outreach, education and services.

### HUMAN RESOURCES

Strengthen growth opportunities for MHS staff by optimizing the resources we offer.

### MARKETING, COMMUNICATIONS & DEVELOPMENT

Leverage our marketing, communications, and development resources to increase community awareness and support.

### FINANCIAL HEALTH

Ensure our financial health through targeted initiatives.

### FACILITIES & INFRASTRUCTURE

Effectively meet the needs of MHS facilities and infrastructure.

### LEADERSHIP & GOVERNANCE

Build a highly capable, motivated, cohesive, and diverse Board of Directors.

