



Monadnock
Humane Society

2024 Event Sponsorship Proposal



ABOUT THE HAIRBALL & WALK FOR ANIMALS

Help Monadnock Humane Society create a strong, compassionate community for animals and those who love them. **Become an Event Sponsor, and show our community that you support the vital work we do at MHS!**

When you become an event sponsor for MHS, you are sponsoring BOTH of our signature annual events: The Walk for Animals AND The Hairball Gala.

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

[More sponsorship details on pages 4 to 11.](#)



THE 36TH WALK FOR ANIMALS

The Monadnock Humane Society Walk for Animals unites individuals of all ages, walking together to support animals in need. In the weeks preceding the event, participants raise vital funds that support our life-saving work by rallying support from friends, family, and colleagues.

Mark your calendars - May 18, 2024.

THE 22ND HAIRBALL GALA

Voted the #1 Event for Charity by the Best of Monadnock Awards for the last 8 years, this annual event celebrates community, kindness, and the incredible bond between humans and animals. Every year, we gather the community for an unforgettable evening of cocktails, delicious food, a live auction, and entertainment.

Mark your calendars - September 21, 2024.

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 1,600 animals each year and serves 42 communities in the Monadnock Region and beyond.

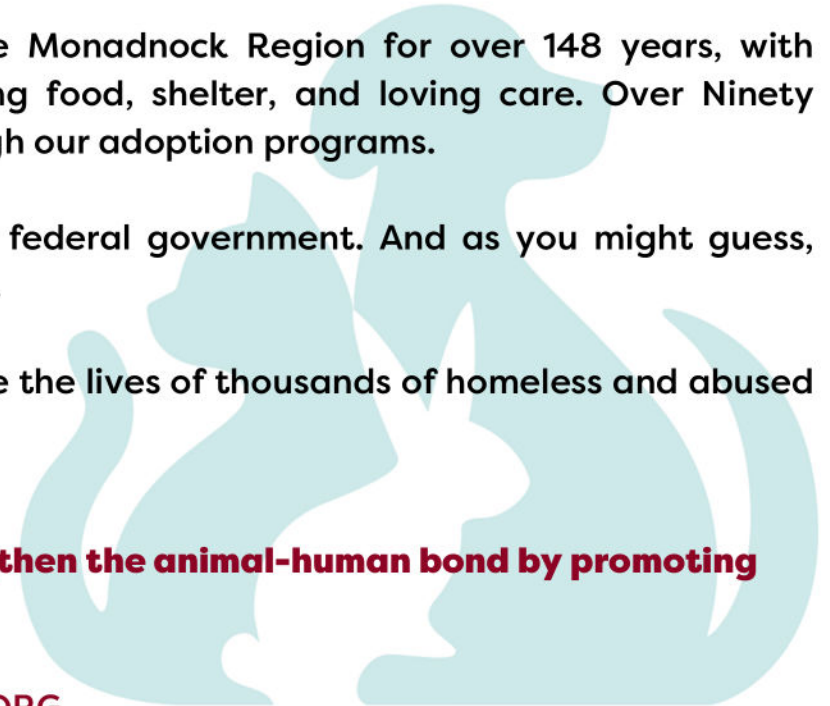
Monadnock Humane Society has been a fixture in the Monadnock Region for over 148 years, with countless animals passing through our shelter, receiving food, shelter, and loving care. Over Ninety percent of them have found lifelong, loving homes through our adoption programs.

We do not receive financial support from any state or federal government. And as you might guess, caring for over 1,600 animals yearly takes a lot of money.

Sponsoring a Monadnock Humane Society Event will save the lives of thousands of homeless and abused animals each year and 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



EXPAND YOUR REACH

OUR SUPPORTERS CAN BECOME YOUR SUPPORTERS



2023 STATISTICS

SOCIAL MEDIA

19,000+

FOLLOWERS



WEBSITE



24,000 **UNIQUE**
Visitors per month (avg)



2,184
average day

page views

SUBSCRIBERS

in Constituent Database

OVER **8,400 email addresses**
OVER **26,000 mailing addresses**

EXPOSURE



Press and media releases,
posters, ads, etc

TITLE PAW SPONSOR \$15,000

Your donation is tax-deductible | Only one Title level available

HAIRBALL BENEFITS

- Naming rights for the event and inclusion of logo on all promotional materials
- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 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 sign-up to December 2023
- Logo on email blasts
- 6 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



PREMIER PAW SPONSOR \$10,000

Your donation is tax-deductible | Only one Bid Paddle level available

HAIRBALL BENEFITS

- Featured on bid/auction paddles during the event
- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 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 sign-up to December 2023
- Logo on email blasts
- 4 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



DIAMOND PAW SPONSOR \$5,000

Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 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 sign-up to December 2024
- Logo on email blasts
- 2 complimentary seats to Hair Ball
- Acknowledgement on all of our social media channels (14,000+ followers)



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

PLATINUM PAW SPONSOR \$2,500

Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 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 sign-up to December 2024
- Logo on email blasts

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



GOLD PAW SPONSOR \$1,000

Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Logo and link on Event website between sign-up to December 2024
- 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



SILVER PAW SPONSOR \$500

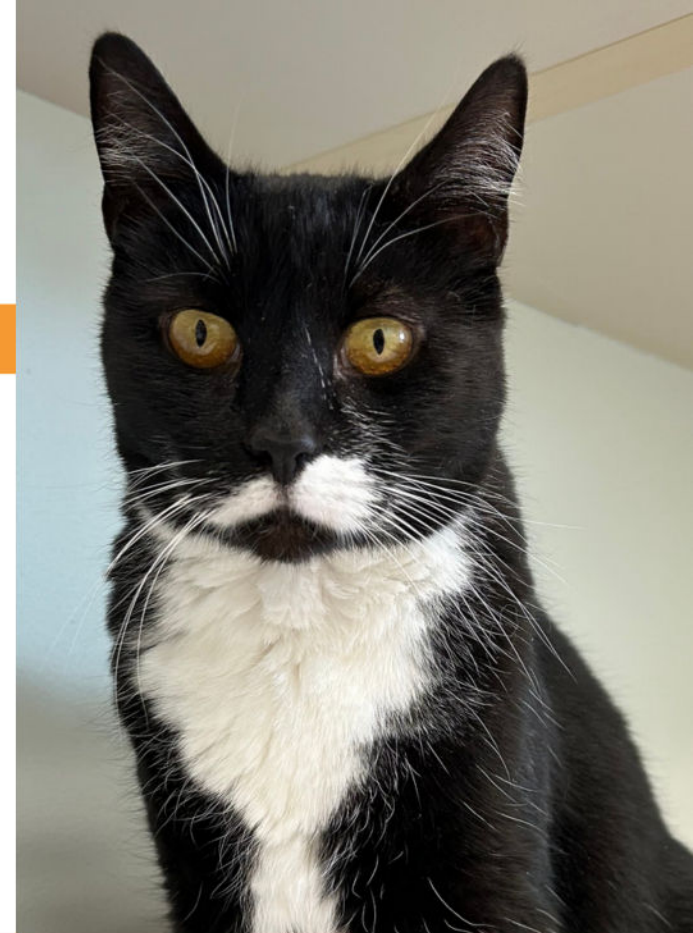
Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 8,400+)
- Announcement of sponsorship to over 19,000 social media followers (Facebook, Instagram, LinkedIn) with link to your website or social media platform
- Logo and link on Event website between sign-up to December 2024
- 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



BRONZE PAW SPONSOR - \$250

Your donation is tax-deductible

HAIRBALL BENEFITS

- YOU HELP KICK START our "FUND A NEED" Portion during the Hair Ball
- Listed as a Fund-a-need sponsor at the 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 through our Animal Safety Net Program, pet food pantry and low-cost wellness clinics.

Partner with us to build a legacy of social responsibility that speaks to purpose and results. Your financial support isn't just a transaction; it's an opportunity to be part of a movement that leaves a profound impact on our community

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.

In 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

