



Monadnock
Humane Society

2025 Event Sponsorship Proposal



Our Signature Events:

The Hairball Gala & The 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 37TH 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 3, 2025

THE 23RD HAIRBALL GALA

Voted the #1 Event for Charity by the Best of Monadnock Awards for the last 9 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 13, 2025

A Historic Opportunity to Sponsor **MONADNOCK** HUMANE SOCIETY

This year marks a historic milestone for Monadnock Humane Society (MHS)—our 150th anniversary of life-saving work in the Monadnock Region! Since 1875, MHS has been a beacon of compassion, providing shelter, care, and hope for hundreds of thousands of animals in need. As we celebrate this incredible achievement, we invite you to join us in making a lasting impact by becoming a sponsor.

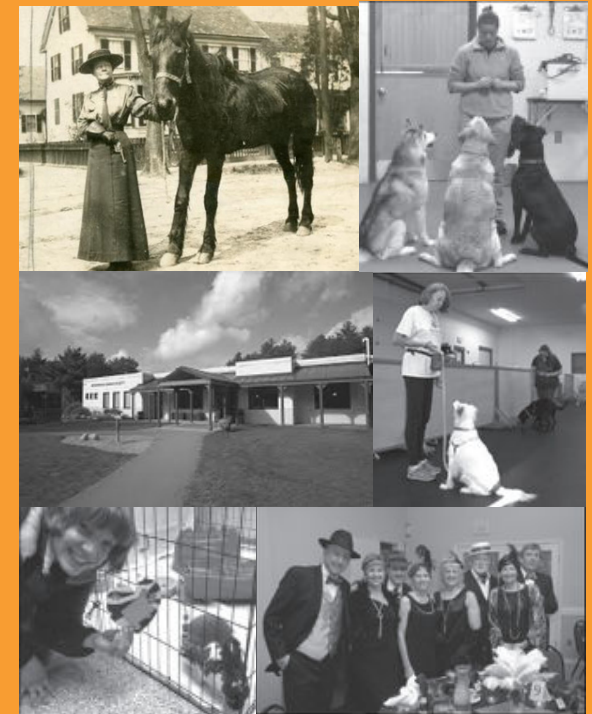
Your support as a sponsor provides care for over 3,500 animals annually and allows us to sustain our critical programs & services across 42 communities of the Monadnock Region by providing:

- A Pet Food Pantry for those who are struggling financially
- Weekly low cost spay/neuter and wellness clinics
- An Animal Safety Net program to help community members who are fleeing domestic violence, are unhoused, or are entering a drug, mental health, and/or medical treatment program
- Loving homes for over 2,000 homeless animals each year

With no financial support from state or federal sources, MHS relies on the generosity of donors and sponsors to keep our doors open. By sponsoring an MHS event, you're not just supporting our mission—you're helping to create a future where every animal has a chance at a better life.

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



2024 STATISTICS

SOCIAL MEDIA

22,000+
FOLLOWERS



WEBSITE



24,000 UNIQUE
Visitors per month (avg)



2,184
average day

page views

SUBSCRIBERS

in Constituent Database

OVER **11,600 email addresses**
OVER **26,000 mailing addresses**

EXPOSURE



Press and media releases,
posters, ads, etc



TITLE PAW

SPONSOR LEVEL: \$15,000

Your donation is tax-deductible

HAIRBALL BENEFITS

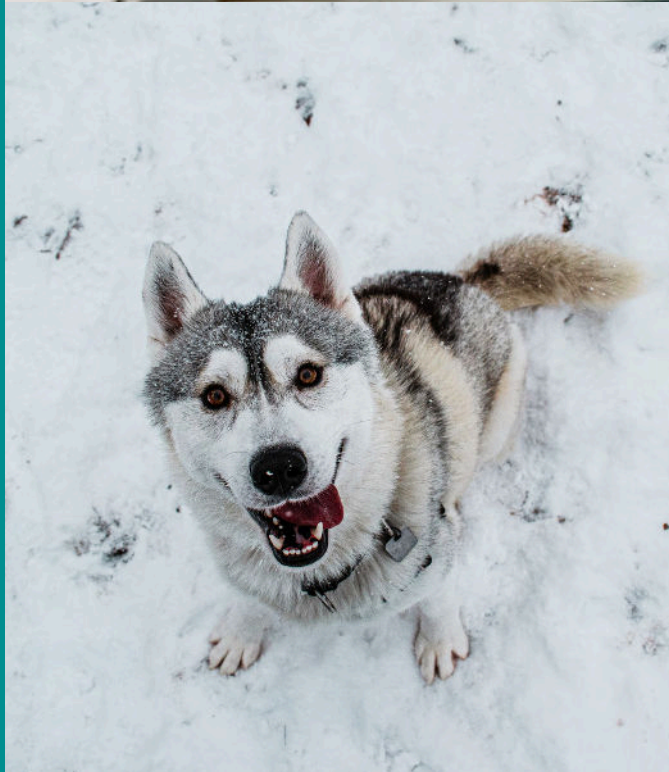
- Naming rights for the event and inclusion of logo on all promotional materials
- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 6 complimentary seats to Hair Ball Gala

WALK FOR ANIMALS BENEFITS

- 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
- Logo inclusion on select event signage
- Opportunity to provide branded goodie bags to participants

150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails



PREMIER PAW

SPONSOR LEVEL: \$10,000

Your donation is tax-deductible

HAIRBALL BENEFITS

- Featured on bid/auction paddles during the event
- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 4 complimentary seats to Hair Ball Gala

WALK FOR ANIMALS BENEFITS

- 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 inclusion on select event signage
- Opportunity to provide branded goodie bags to participants

150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails



DIAMOND PAW

SPONSOR LEVEL: \$5,000

Your donation is tax-deductible



HAIRBALL BENEFITS

- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 2 complimentary seats to Hair Ball



WALK FOR ANIMALS BENEFITS

- 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 inclusion on select event signage
- Opportunity to provide branded goodie bags to participants



150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails



PLATINUM PAW

SPONSOR LEVEL: \$2,500

Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook, Instagram)
- Logo and link on event website
- Logo on email blasts and in event program

WALK FOR ANIMALS BENEFITS

- Logo placement on the back of the event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo inclusion on select event signage

150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails



GOLD PAW

SPONSOR LEVEL: \$1,000

Your donation is tax-deductible

HAIRBALL BENEFITS

- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook, Instagram)
- Logo and link on event website
- Logo on email blasts and in event program

WALK FOR ANIMALS BENEFITS

- Logo placement on the back of event t-shirt
- Logo on banner displayed on the start/finish line of the walk
- Logo inclusion on select event signage

150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails

SILVER PAW

SPONSOR LEVEL: \$500

Your donation is tax-deductible



HAIRBALL BENEFITS

- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 20,000 social media followers (Facebook, Instagram)
- Logo and link on event website
- Logo on email blasts and in event program



WALK FOR ANIMALS BENEFITS

- Logo on banner displayed on the start/finish line of the walk
- Logo inclusion on select event signage



150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails





BRONZE PAW

SPONSOR LEVEL: \$250

Your donation is tax-deductible



HAIRBALL BENEFITS

- Recognized as "FUND A NEED" sponsor at Hair Ball Gala
- Logo inclusion on event website
- Logo inclusion in event program



WALK FOR ANIMALS BENEFITS

- Logo inclusion on select event signage
- Listed on event website



150TH ANNIVERSARY BENEFITS

- Logo inclusion on banners at 150th events
- Logo inclusion on 150th event mass emails



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

