



## 2026 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 38TH 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 2, 2026**

## THE 24TH HAIRBALL GALA

Voted the #1 Event for Charity by the Best of Monadnock Awards for the last 10 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 12, 2026**

# ABOUT MONADNOCK HUMANE SOCIETY

Since 1875, [Monadnock Humane Society \(MHS\)](#) has nurtured the well-being of animals and their human companions.



MHS delivers vital programs and services that support more than 7,000 animals a year, helping to create a healthier, more compassionate community for all. Located in Swanzey, New Hampshire, our organization serves 43 communities throughout the Monadnock Region and beyond.

For more than 150 years, MHS has been a trusted cornerstone of our region. Countless animals have found safety, nourishment, medical care, and compassionate support through our shelter and community-based programs.

In addition to lifesaving sheltering and adoption services, MHS offers a wide range of innovative programs that strengthen the human-animal bond and support responsible pet ownership. Our award-winning Guinane Training Center provides professional training and behavior support, while our trusted Boarding, Daycare, and Grooming services offer high-quality care for pets in our community. These services help keep animals healthy, supported, and in loving homes.

MHS receives no financial support from state or federal government sources, so we rely on community support.

By becoming an MHS Event Sponsor, you play a direct role in saving lives, strengthening families, and enriching our community. Your partnership helps ensure that compassionate care, education, and second chances remain available for animals and the people who love them.

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

# EXPAND YOUR REACH

OUR SUPPORTERS CAN BECOME YOUR SUPPORTERS



## 2025 STATISTICS

### SOCIAL MEDIA

25,000+  
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 29,000 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 25,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- Complimentary table at the HairBall 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



# 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 25,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 6 complimentary seats to HairBall 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



# 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 25,000 social media followers (Facebook & Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 4 complimentary seats to HairBall



### 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

# 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 25,000 social media followers (Facebook, Instagram)
- Logo and link on event website
- Logo on email blasts and in event program
- 2 complimentary seats to HairBall Gala



### 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





# 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 25,000 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



# SILVER PAW

## SPONSOR LEVEL: \$500

Your donation is tax-deductible



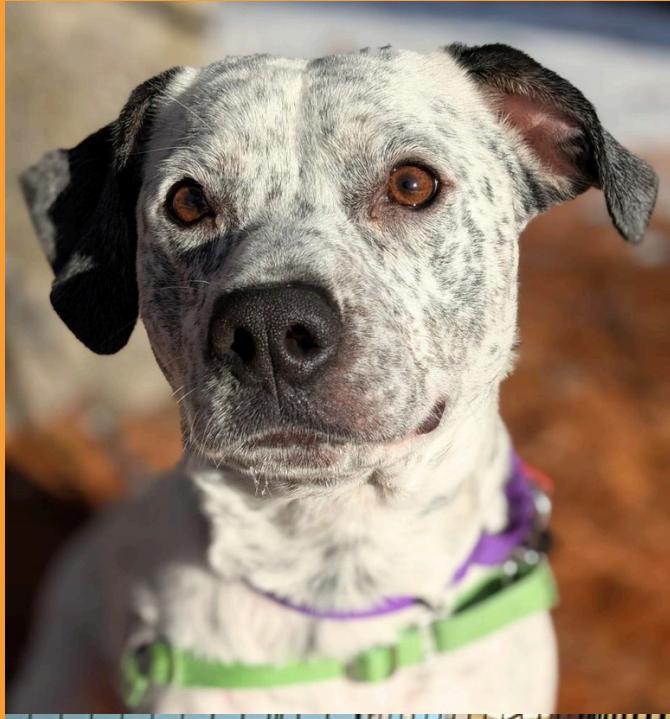
### HAIRBALL BENEFITS

- Logo in pre-event e-newsletters (emailed to 11,600+)
- Announcement of sponsorship to over 25,000 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



# BRONZE PAW

## SPONSOR LEVEL: \$250

Your donation is tax-deductible



### HAIRBALL BENEFITS

- Recognized as "FUND A NEED" sponsor at HairBall 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



# 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](http://MONADNOCKHUMANESOCIETY.ORG)

