



Saturday, June 25, 2016

9 AM – 1 PM at SIENA COLLEGE

Paws in the Park Walk & Community Day SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – Top Dog \$2,500 – *There's only 1!*

It's your walk! All references to event will include ***Presented by Your Company***

- Acknowledgment in all walk marketing and press materials
- Logo in all print ads – various daily and weekly papers, schedule TBD
- “*Presented by Your Company*” mention in all radio spots on WTRY 98.3 FM
- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Recognition in three MHHS e-blasts (18,000+ active contacts)
- Recognition on MHHS Facebook page (over 24,000 Likes, upwards of 50,000 weekly reaches)
- Your logo and link on *Paws in the Park* website
- Your logo displayed prominently on event posters (quantity 250)
- Opportunity to have your company representative speak at event
- Sponsor-supplied banner to be displayed at event
- Opportunity to provide your branded giveaway to all walkers (quantity 400)
- Your logo on sign along walk route
- 10' x 10' booth space at event - table, table cover and two chairs included
- Ten complimentary t-shirts

Best Friend \$2,000

- Acknowledgment in all walk marketing and press materials
- Logo in all print ads – various daily and weekly papers, schedule TBD
- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Recognition in 3 MHHS e-blasts (18,000+ active contacts)
- Recognition on MHHS Facebook page (over 24,000 Likes, upwards of 50,000 weekly reaches)
- Your logo and link on *Paws in the Park* website
- Sponsor-supplied banner to be displayed at event
- Opportunity to provide your branded giveaway to all walkers (quantity 400)
- Your logo on sign along walk route
- 10' x 10' booth space at event - table, table cover and two chairs included
- Six complimentary t-shirts

Bark Buddy \$1,000

- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Recognition in 1 MHHS e-blast (18,000+ active contacts)
- Your logo and link on *Paws in the Park* website
- Sponsor-supplied banner to be displayed at event
- Opportunity to provide your branded giveaway to all walkers (quantity 400)
- Your logo on sign along walk route
- 10' x 10' booth space at event - table, table cover and two chairs included
- Four complimentary t-shirts

Kitty Crusader \$500

- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Recognition in 1 MHHS e-blast (18,000+ active contacts)
- Your logo and link on *Paws in the Park* website
- Opportunity to provide your branded giveaway to all walkers (quantity 400)
- 10' x 10' booth space at event - table, table cover and two chairs included
- Two complimentary t-shirts

Puppy Pal \$250

- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Your logo and link on *Paws in the Park* website
- 10' x 10' booth space at event - table, table cover and two chairs included
- Two complimentary t-shirts

Kitten Cuddler \$100

- Recognition in MHHS *Capital Pet* newsletter (circulation 18,000+)
- Your logo and link on *Paws in the Park* website
- Two complimentary t-shirts

Let's get creative!

If you don't see a sponsorship that meets your needs, let's talk! We may be able to work out a trade or other arrangement that will suit your business better than one of our defined opportunities. We're happy to discuss alternative benefits with you.

Contact: **Marguerite Pearson**
Marketing and Communications Manager
mpearson@mohawkhumane.org
(518) 434-8128 ext. 206





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VENDOR & EXHIBITOR OPPORTUNITIES

New for 2016!

The Flealess Marketplace

No fleas here! Just lots of great vendors with pet gear and a variety of other products and services, along with a variety of pet-loving businesses looking to reach a pet-loving demographic.

We also welcome not-for-profit community organizations, including other shelters and rescue groups.

A few important things to note:

- No electricity will be available.
- Not-for-profits are asked not to fundraise at this event. However, they may sell items specific their organization, such as branded t-shirts, etc.
- Pet food companies will not be able to participate as vendors at this event.

The Flealess Marketplace - Vendor \$50

- Recognition on *Paws in the Park* website
- One complimentary walk t-shirt
- 10' x 10' booth space includes table, table cover and two chairs. You may bring your own 10' x 10' pop-up tent.

The Flealess Marketplace – Not-for-Profit Exhibitor \$20

- Recognition on *Paws in the Park* website
- 10' x 10' booth space includes table, table cover and two chairs. You may bring your own 10' x 10' pop-up tent.
- Not-for-profits groups are limited to selling only branded items specific to their organizations.

Questions? Contact: Marguerite Pearson
Marketing and Communications Manager
mpearson@mohawkhumane.org
(518) 434-8128 ext. 206





2016 Paws in the Park Sponsor and Vendor Confirmation

Send to: MHHS, 3 Oakland Avenue, Menands, NY 12204, Fax: (518) 434-0217

Email: mpearson@mohawkhumane.org

Company or Organization Name _____

Please list name *exactly* as you want it to appear in event materials.

Contact _____ Title _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Website _____

I WANT TO BE A SPONSOR! **Deadline May 6, 2016**

Sign me up for:

_____ Top Dog - \$2,500	_____ Kitty Crusader - \$500
_____ Best Friend - \$2,000	_____ Puppy Pal - \$250
_____ Bark Buddy - \$1,000	_____ Kitten Cuddler - \$100

Logos Due by May 6

Please send your hi-resolution logos (jpeg, png or PDF formats), both color and B/W if available, to mpearson@mohawkhumane.org, no later than **May 6**.

Booth Reservation:

Sponsorships of \$250 or more include 10' x 10' booth space with table and chairs.

For Kitten Cuddler sponsorship, booth space can be added for \$50. Complete vendor information below.

Yes! I wish to have a booth. **No booth for me.**

I WANT TO BE A VENDOR or EXHIBITOR **Deadline June 6, 2016**

Vendor - \$50 **Not-for-Profit Exhibitor - \$20**

Description of products or services _____

Description of any items to be given away at your booth _____

For animal welfare organizations:

We will be bringing dogs for adoption. (You may bring up to two dogs. No cats, please.)

PAYMENT

_____ Check enclosed, payable to "MHHS"

_____ Please charge my: Visa MasterCard Discover AmEx **Amount \$** _____

Name _____ Card Number _____

Expiration _____ Security Code _____

Signature _____

CONTRIBUTION: We are unable to participate, but wish to make a donation of \$_____.

Release: I hereby hold harmless and indemnify the Mohawk Hudson Humane Society (MHHS), Paws in the Park organizers, volunteers, sponsors and employees, the owner of the area where the event is held and the owners of any MHHS-related property for any action relating to Paws in the Park, including theft, damage or injury. I agree to pay any reasonable attorney fees and costs incurred by Paws in the Park or its organizers as a result of actions by me that are covered by this agreement.

Signature and Date _____