



MOHAWK HUDSON
**HUMANE
SOCIETY**

2021 Gala for Animals
Marketing Sponsorship

Our MHHS family is your audience of community-minded, caring animal lovers. By connecting your business with our signature gala event, you will associate your brand with our loyal following.

The Good We Do Together

(2020 data)



1,795
Adoptions



612
Pets Cared For
in Foster Homes



16,286
Volunteer
Hours



2,568
Low-Cost Spay/
Neuter Surgeries



243,258
Meals through our
Pet Food Pantry

Our Audience is Your Audience

(2020 data)



73,000+ weekly website visitors
13,000+ weekly home page
visits weekly



45,000+ followers



29,000+ active email contacts
16% average open rate



9,095+ followers

We're happy to discuss ways to customize your sponsorship to meet your marketing and philanthropic goals.

Please contact:

Marguerite Pearson
Director of Marketing and Communications
mpearson@mohawkhumane.org
518-434-8128, ext. 206

14th Annual Gala for Animals

Saturday, May 15, 2021
Virtual Gala on Facebook Live, 6:00 pm

This inspiring evening features fine dining, a virtual auction, and special guests! Sponsors are highlighted throughout the broadcast, print and social media, along with promotion both prior, during and proceeding the event.

All Sponsor Levels Include:

- Event tickets with VIP reception (value \$175 each)
- Logo on formal invitation (quantity 2,500)
- Logo and link on MHHS website
- Facebook and Instagram tags
- Logo displayed in video throughout event
- Logo on event signage
- Logo inclusion in three e-blasts



Hope Grows Here



Ashley Jeffrey Bouck, CEO



Greg Aidala, Emcee

Donate at: galaforanimals.com

In-Kind Donations

In-kind donations of services help us stretch our budget and will be valued the same as cash sponsorships.

- Wine • Printing • Marketing/Advertising

Donations of items for our virtual auction helps generate revenue for the animals. Every donation is graciously acknowledged on the auction platform. Requested items include:

- Gift certificates for stores, restaurants, and unique experiences
- Gourmet items, jewelry, handcrafted gifts, theme baskets, wines and liquor



Gala Program Ads

Ads in our full-color gala program reach an affluent group of supporters. We can design your ad for you.

Inside front cover (5" x 8")	\$1,200
Outside back cover (5" x 8")	\$1,200
Full page (5" x 8")	\$750
Half page (5" x 3.875")	\$500
Quarter page (2.375" x 3.875")	\$250



Title Sponsor - \$15,000

All gala references will include company name, (only one available).

- 25 gala meals (value: \$4,375)
- Two full-color pages in gala program (value: \$1,500)
- Pet of the Week Sponsorship for 2021
- Your logo on branded gift for attendees
- CEO or representative invited to share video for virtual event
- Logo on gala inserts in all acknowledgment letters (approx 1,500)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 15 Registrants (value: \$375)
- Sponsorship of Oktopurrfest (October 2021), 15 Tickets (value: \$1,500)

Premier Sponsor - \$10,000

- 15 gala tickets (value: \$2,625)
- Exclusive naming opportunity: *Cocktail Hour & Mission Video*
- Full-page color ad in gala program (value: \$750)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 10 Registrants (value: \$250)
- Sponsorship of Oktopurrfest (October 2021), 10 Tickets (value: \$1,000)

Hero - \$7,500

- 10 gala tickets (value: \$1,750)
- Exclusive naming opportunity: *Virtual Auction*
- Full-page color ad in gala program (value: \$750)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 8 Registrants (value: \$200)
- Sponsorship of Oktopurrfest (October 2021), 8 Tickets (value: \$800)

Guardian - \$5,000

- 8 gala tickets (value: \$1,400)
- Full-page color ad in gala program (value: \$750)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 6 Registrants (value: \$150)
- Sponsorship of Oktopurrfest (October 2021), 6 Tickets (value: \$600)

Companion - \$2,500

- 6 gala tickets (value: \$1,050)
- Half-page color ad in gala program (value: \$500)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 4 Registrants (value: \$100)
- Sponsorship of Oktopurrfest (October 2021), 4 Tickets (value: \$400)

Friend - \$1,500

- 4 gala tickets (value: \$700)
- Quarter-page color ad in gala program (value: \$250)
- Sponsorship of Paws Where You Are Virtual Walk (July 2021), 2 Registrants (value: \$50)
- Sponsorship of Oktopurrfest (October 2021), 2 Tickets (value: \$200)

Note: Deadline for inclusion in printed invitation is March 15, 2021.