



Mohawk Hudson Humane Society

# *Gala for Animals*

May 21, 2022

Albany Capital Center • Albany, NY

## Sponsorship Marketing



Honorary Chairs John & Courtney Gray  
Emcee News10 ABC's Steve Caporizzo  
Catering by Mazzone Hospitality  
Music & Dancing by TS Ensemble  
Silent & Live Auctions and Special Animal Guests

# *Get Your Paws on a Loyal New Audience*

Our MHHS family is your audience of community-minded, highly motivated, enthusiastic pet lovers of all ages.

By connecting your business with our established, high-profile event, you will tap into this loyal following. Association with the region's proven humane leader, along with a targeted selection of broadcast, print and social media marketing will:

- Increase your brand awareness
- Heighten your corporate image
- Show you care!

## *Title Sponsor - \$15,000*

- **Only ONE available**
- All gala references will include company name
- Two guest tables – a total of 20 seats
- VIP Cocktail Hour with open bar for 20
- Logo prominent on invitation (2,500)
- Branded welcome signage
- Logo prominent in gala video
- Two full-color pages in gala program
- Logo on MHHS website (75,000+ unique visitors/mo.)
- Your logo on branded gift for attendees
- CEO or representative may speak at event
- Tech sponsorship: logo on receipts at the end of the night and/or silent auction stats that are projected on screen (specifics yet TBD)
- Recognition on MHHS Facebook page (47,000+ followers, upwards of 50,000 weekly reaches)
- Logo on gala inserts in all acknowledgment letters for three months or more (approximately 1,500)
- Recognition in three or more MHHS e-blasts (18,000+ actives)



*Your investment  
will help save 300  
animals by providing  
food, shelter and  
veterinary care.*

*In addition to specific benefits at each level, all sponsorships include:*

- Logo on formal invitation (quantity 2,500)
- Logo and link on MHHS website (75,000+ unique visitors/month)
- Facebook tags (over 47,000 followers)
- Honorary Committee listing for two
- Logo in video playing throughout event

*Premiere, Hero and Guardian Levels Include Naming Opportunities for Even More Visibility at the Event*

*Premiere Sponsor – \$10,000*

- 10 Gala & VIP Cocktail Hour tickets
- Exclusive naming opportunity: VIP Cocktail Hour, Live Auction, Champagne Toast, or “Kitten Cuddle Corral”
- Logo displayed on event signage
- Logo prominent in gala video
- Logo inclusion in three e-blasts (18,000+)
- Full-page color ad in gala program

*Your investment will help save 200 animals.*



*Hero – \$7,500*

- 8 Gala & VIP Cocktail Hour tickets
- Exclusive naming opportunity – Mission Video, Silent Auction or Band
- Full-page color ad in gala program
- Logo inclusion in three e-blasts

*Your investment will help save 150 animals.*



*Guardian – \$5,000*

- 6 Gala & VIP Cocktail Hour tickets
- Naming Opportunity – Selfie Station or Coffee and Dessert Station
- Full-page color ad in gala program
- Name inclusion in three e-blasts

*Your investment will help save 100 animals.*



*Companion – \$2,500 You'll help save 50 animals.*

- 4 Gala & VIP Cocktail Hour tickets
- Half-page color ad in gala program
- Name inclusion in three e-blasts

*Friend – \$1,500 You'll help save 30 animals.*

- 2 Gala & VIP Cocktail Hour tickets
- Quarter-page color ad in gala program

**Deadline is March 15, 2022 to take advantage of all sponsor benefits.**

# *We've set a higher standard for humane care*

The Mohawk Hudson Humane Society has been serving our Capital Region communities since 1887. Each year, through sheltering, adoption, education, advocacy, low cost spay/neuter and many other services, we touch the lives of over 7,000 animals.



In our Animal Care Center we meet the evolving needs of our community through new practices, programs and partnerships.

As an organization funded primarily by donations, we rely on our caring community to help us deliver the gold standard of care.

## **We Provide:**

Sheltering & Adoption  
Rescue & Rehabilitation  
Cruelty Investigation  
Low-Cost Spay/Neuter  
Pet Food Pantry  
Dog Training  
Humane Education  
Safe Haven Domestic  
Violence Program  
... and so much more



For further info or to customize your sponsorship, please contact:

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MHHS is a 501(c)(3) not-for-profit organization funded by donations.  
All contributions are tax deductible as allowed by law.



**The lives of animals and people  
are closely intertwined.**

When you support the Mohawk Hudson Humane Society, not only do you provide lifesaving care and protection for our region's homeless animals, you also contribute to a more humane community for us all.

By keeping animals safe – whether they be homeless or owned – by helping pet owners care for their companions, and by providing a voice for those that cannot speak for themselves, we fulfill our mission:

*To enrich the lives of animals and the people who love them.*



Mohawk Hudson Humane Society  
Animal Care Center  
3 Oakland Avenue, Menands, NY 12204  
[www.mohawkhumane.org](http://www.mohawkhumane.org)