

MOHAWK HUDSON HUMANE SOCIETY

2023 Signature Event SPONSORSHIP



Gala *for* Animals

Saturday, June 3

at the Albany Capital Center



MOHAWK HUDSON
**HUMANE
SOCIETY**

3 Oakland Avenue | Menands, NY 12204
events@mohawkhumane.org

We'd be honored ...

Our community relies on us to provide shelter, care and second chances for homeless pets. But that is only part of what we do. With so many families struggling financially, much of our work focuses on keeping families and their beloved companions together through low-cost wellness care, our pet food pantry, a behavior helpline and more. Our Outreach and Humane Law Enforcement Program has grown to help more animal victims of cruelty and neglect and also to serve as a helpful and visible community resource.

Mohawk Hudson Humane Society's signature events provide a meaningful way for you to get involved and make a difference for animals in our community and for the people who love them.

We would be honored to have you join us!



Ashley Jeffrey Bouck
Chief Executive Officer

THE GOOD *we do* TOGETHER

2021 DATA

2,174
PET ADOPTIONS

95.6%
LIVE RELEASE RATE

639
PETS IN
FOSTER CARE

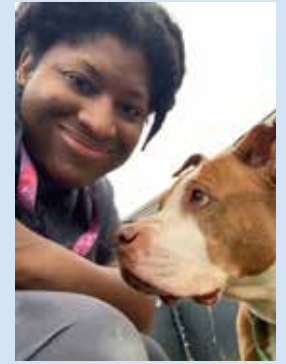
1,526
LOW-COST
SPAY/NEUTER
SURGERIES

403
PETS IN BEHAVIOR
& ENRICHMENT
PROGRAM

218
HUMANE LAW
ENFORCEMENT
SEIZURES

81,219
PET MEALS
DONATED





You might say we're party animals, but actually, we party *for* the animals.

Get behind our Gala for Animals and join us to be inspired, have some fun and gain visibility through our powerful marketing channels.

Gala *for* Animals

SATURDAY, JUNE 3, 2023 at the Albany Capital Center

This unforgettable event features inspiring animal stories celebrating the mission of MHHS, all wrapped in great food and drink, and the company of caring friends and some very special animal guests!

- Honorary Chair Fran O'Rourke, Market President, KeyBank Capital Region
- Hosted by NEWS10 ABC's Steve Caporizzo and CEO Ashley Jeffrey Bouck
- VIP Cocktail Reception and Gourmet Food Selections by Mazzone Hospitality
- Music and Dancing with Silver Arrow Band
- Silent Auction with Mobile Bidding plus Live and Mission Auctions
- One-of-a-kind Opportunity to Win an Exquisite Item from Frank Adams Jewelers

We're Pup-ular!

(December 2022 data)



52.5K+ average weekly website visitors
10K+ home page visits weekly



52K+ followers
51K+ average weekly reach



26.8K active email contacts
29.7% average open rate

2022 Gala Attendance - 290



For further information on sponsorship opportunities and other ways to support the work of MHHS, please contact Whitney Philippi, Vice President for Development, at wphilippi@mohawkhumane.org or 518-434-8128, ext. 229.

2023 Gala *for* Animals

SPONSORSHIPS *and* BENEFITS

	TITLE \$15,000	PREMIER \$10,000	HERO \$7,500	GUARDIAN \$5,000	COMPANION \$3,000	TABLE \$2,500
Tickets & Naming						
Tickets	20	10	8	6	4	10
VIP Cocktail Reception	✓	✓	✓	✓	✓	
Naming Opportunity	*Full Event	**Included	***Included			

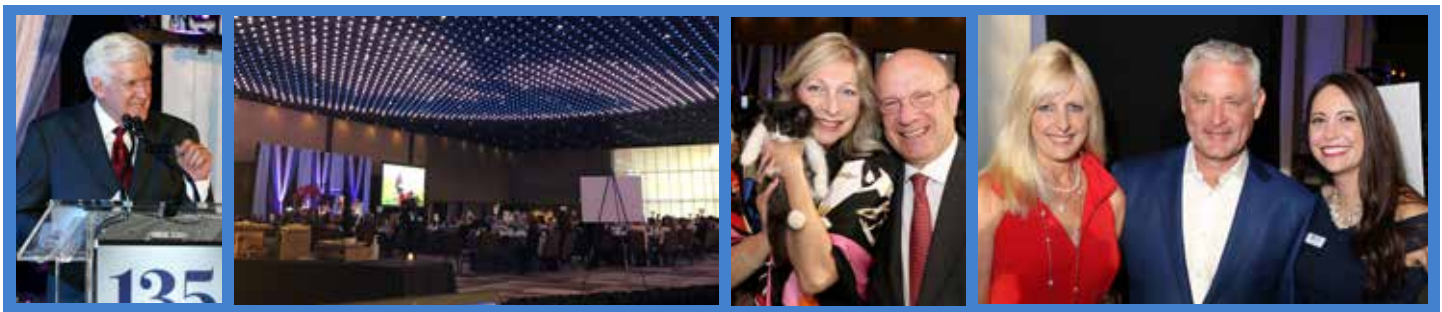
*Title Sponsor - This is an exclusive opportunity for only one company. It's YOUR event! Every mention will include your name in the title.

**Premier - Only three available: select Photo Booth, Kitten Corral or Champagne Toast for your naming opportunity.

***Hero - Only three available: select Live Auction, Virtual Auction or MHHS Mission Display for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in printed materials is 3/10/23.)

Name or Logo in All References	✓					
Name and Tags Exclusively in Facebook Posts	✓					
CEO/Rep Video	✓					
Attendee Gift with Your Logo	✓					
Printed Invitation (2,500)	Logo	Logo	Logo	Logo	Logo	Name
Two Honorary Committee Listings	✓	✓	✓	✓	✓	
Logo & Link on MHHS Website	✓	✓	✓	✓	✓	
Color Program Ad	2 Full Pages	Full Page	Full Page	Full Page	Half Page	Quarter Page
Letter Inserts (approx. 1,500)	Logo	Logo	Logo	Name	Name	Name
E-Blasts (26,800+ each)	3 with Logo	3 with Logo	3 with Logo	2 with Name	2 with Name	1 with Name
Logo on Event Signage and Video	✓	✓	✓	✓	✓	✓



Honorary & General Tickets

Honorary Committee Patron | \$1,500
6 Gala & VIP Cocktail Hour Tickets

Honorary Committee Couple | \$500
2 Gala & VIP Cocktail Hour Tickets

Honorary Committee Individual | \$275
1 Gala & VIP Cocktail Hour Ticket

Honorary Committee Young Professional Couple | \$425
(40 & under) 2 Gala & VIP Cocktail Hour Tickets

Honorary Committee Young Professional Individual | \$225
(40 & under) 1 Gala & VIP Cocktail Hour Ticket

General Ticket - \$175
1 Gala Ticket