



2026 Signature Event Sponsorships



**Gala for Animals
and
Oktopurrfest**

Mohawk Hudson Humane Society
3 Oakland Avenue | Menands, NY 12204
events@mohawkhumane.org

Partnerships with **PURPOSE**

At the Mohawk Hudson Humane Society, our mission goes far beyond sheltering animals. We provide lifesaving care and second chances. Through our **Loved for Life** programs, we help families stay together with reduced-cost wellness services, a pet food pantry, behavior support, and community outreach.

When cruelty or neglect occurs, our Humane Law Enforcement team rescues, protects, and advocates for those who cannot speak for themselves.

Our community relies on us, and we rely on strong partners like you.

By sponsoring a signature MHHS event, your business aligns with one of the region's most trusted nonprofits, gaining meaningful visibility while demonstrating a commitment to compassion and community impact.

Please join us. Together, we can build a more humane Capital Region, for people and pets alike.

With Gratitude,



Ashley Jeffrey Bouck
President and CEO



We Do Good **TOGETHER**

2025 Data

2,080
pet adoptions

159
animals rescued
from cruelty

144
lost pets reunited
with their families

4,912
veterinary exams

776
animals cared for
in foster homes

0
euthanasia of safe,
healthy, or treatable
animals

1,981
spay and neuter
surgeries



Gain Visibility, Have Fun, **TRANSFORM LIVES**

Get behind one or both of our unique signature events.

Gala for Animals

Saturday, May 30, 2026
at the Albany Capital Center

Experience an evening that celebrates the heart of our mission—the bond between people and animals. The Gala for Animals will feature powerful stories of transformation, outstanding food and drink, the warmth of our community, and special appearances by some of the animals whose lives have been changed through your support.

- Honorary Chairs John and Cris DerBoghossian, Camelot Print & Copy Centers
- Hosted by Pet Connection's Steve Caporizzo and Ashley Jeffrey Bouck
- VIP Cocktail Reception and Gourmet Food Selections by Mazzone Hospitality
- Music and Dancing with DJ TruMastr
- Silent Auction with Mobile Bidding plus Exciting Live and Mission Auctions
- **2025 Attendance - 330**

Oktopurrfest

Thursday, October 8, 2026
at Brown's Revolution Hall

The Mohawk Hudson Humane Society proudly presents the world's one and only Oktopurrfest, now in its ninth year.

This lively, feline-focused celebration is the Capital Region's must-attend fall event.

- Guests will enjoy Brown's Brewing Company's award-winning craft beer, seasonal bites, great music, and fun swag
- We'll unveil the Happy T'Ales Beer Label Contest winners and their featured pets.
- Be there for the highly anticipated crowning of the Feline Festmeister!

With sold-out crowds every year, Oktopurrfest is a proven crowd-pleaser and a can't-miss highlight of the season.

The Power of **OUR VOICE**



60,000 Followers



14,000 Followers



34,000 Active Mail Contacts

28.1% average open rate



2.7M Website Views Annually



2026 Gala for Animals

Sponsorships and Benefits

	TITLE \$10,000 SOLD	PREMIER \$10,000	HERO \$7,500	GUARDIAN \$5,000	COMPANION \$3,000	FRIEND \$1,500
Tickets & Naming						
Tickets	20	10	8	6	4	2
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 360 Photo Booth, Kitten Corral, or Mission Video Sponsor for your naming opportunity.

*****Hero** Only three available: select Live Auction, Mission Auction, or Blue Carpet featuring Therapy Dogs for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in all printed materials is 3/6/26.)

Name or Logo in All References	✓					
Name and Tags Exclusively in Facebook Posts	✓					
CEO/Rep Video	✓					
Attendee Gift Bag with Your Logo	✓					
Printed Invitation (2,500)	Logo	Logo	Logo	Logo	Logo	Logo
Two Honorary Committee Listings	✓	✓	✓	✓	✓	✓
Logo and 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	Logo	Logo	Logo
E-Blasts (33,700+ each)	3 with Logo	3 with Logo	3 with Logo	2 with Name	2 with Name	2 with Name
Logo on Event Signage and Video	✓	✓	✓	✓	✓	✓



2026 Oktopurrfest

Sponsorships and Benefits

Tickets & Naming	MNEWNICH <small>SOLD \$5,000</small>	KATZE \$3,000	DIRndl \$1,500	LEDERHOSEN \$750	PURROST \$500
Tickets	10	8	6	4	2
Naming Opportunity	*Purr-senting Sponsor	**Included			

*Mewnich As purr-senting sponsor, you will RULE over Oktopurrfest! Every mention will include your name.

**Katze Only three available: select Feline Festmeister Contest, Toast to the New Festmeister, or Raffle Display for your naming opportunity.

Marketing & Acknowledgment

(Deadline for inclusion in printed materials is 7/31/26.)

Logo or Name Tags in All Social Posts	✓				
Logo on big MHHS Banner for One Month	✓				
Logo on Event Invitation (2,500)	✓	✓	✓	✓	✓
Logo and Link on MHHS Website	✓	✓	✓	✓	✓
Flyers in Letters, Adoption Folders and at Events (2,000+)	Logo	Logo	Name	Name	Name
Three E-Blasts (33,600+ each)	Logo	Logo	Name	Name	Name
Logo in Event Video	✓	✓	✓	✓	✓

*Reigning
Feline Festmeister
Sybil*





**TRANSFORMING THE LIVES OF ANIMALS AND PEOPLE
THROUGH PARTNERSHIPS, PROTECTION, AND HOPE**

For further information on sponsorship opportunities and other ways to support the work of MHHS, please contact:

**Alison Simpson
Director of Institutional Relations
518-434-8128, ext. 228
asimpson@mohawkhumane.org**





Gala for Animals Saturday, May 30, 2026 • Albany Capital Center

Sponsorship Confirmation

Please return to: MHHS, 3 Oakland Avenue, Menands, NY 12204. Email: asimpson@mohawkhumane.org. For questions, please call 518-434-8128, ext. 228.

Company or Organization Name _____ Date _____

Please list name exactly as you would like it to appear in event materials.

Contact _____ Title _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Social Media Tags: FB _____ Instagram _____

Gala Honorary Committee Listing - Your logo will be included in the event invitation. If you wish to also include the names of one or two **individuals** for our Honorary Committee listing, please provide them here:

Honorary names as they should appear: _____

We prefer not to include names.

Your Logo

Please send high-resolution color and black and white .png logos to events@mohawkhumane.org with your sponsorship confirmation.

Please use the logo you have on file for my company. We do not have a logo; please use our name.

Gala for Animals Sponsorship Level - Deadline for inclusion in print promotion is March 6.

- Title Sponsor \$15,000 (SOLD)
- Premier - \$10,000 - Select One Naming Opportunity
 - 360 Photo Booth
 - Kitten Corral
 - Mission Video
- Hero - \$7,500 - Select One Naming Opportunity
 - Blue Carpet
 - Live Auction
 - Mission Auction

Naming opportunities are available on a first-come basis.

- Guardian - \$5,000
- Companion - \$3,000
- Friend - \$1,500

Your Gala Ad

Send your camera-ready, color ad by 4/17/26.

Full Page, 4.875 x 7.875"

Half Page, 4.875 x 3.875"

Quarter Page, 2.375 x 3.75"

Please contact me to design my ad.

We're unable to be sponsors, but still want to help the animals.

We would like to make a donation of \$ _____. Please contact me about an in-kind donation or auction item.

Payment

Please send me an invoice. A check is enclosed, payable to "MHHS."

Please charge my: Visa MC Discover AmEx

Total Amount \$ _____

Name _____ Card Number _____ Exp. _____

Security Code _____ Signature _____

THANK YOU!

Mohawk Hudson Humane Society is a 501(c)(3) not-for-profit organization. Our tax ID is 14-1338459.



Oktopurrfest Thursday, October 8, 2026 • Brown's Revolution Hall

Sponsorship Confirmation

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Company or Organization Name _____ Date _____
Contact _____ Title _____
Address _____ City/State/Zip _____
Phone _____ Email _____
Social Media Tags: FB _____ Instagram _____

Your Logo

Please send high-resolution color and black and white .png logos to events@mohawkhumane.org with your sponsorship confirmation.

Please use the logo you have on file for my company. We do not have an official logo.

OKTOPURRFEST Sponsorship Level

- Title Sponsor - Mewnick \$5,000 (SOLD)
- Katze - \$3,000 - Select One Naming Opportunity
 - Reigning Festmeister Video
 - Toast to the New Festmeister
 - Raffle Display
 - Dirndl - \$1,500
 - Lederhosen - \$750
 - Purrost - \$500

Naming opportunities are available on a first-come basis.

We're unable to be sponsors, but still want to help the animals.

We would like to make a donation of \$_____ Please contact me about donating a raffle item.

Payment

Please send me an invoice. A check is enclosed, payable to "MHHS."

Please charge my: Visa MC Discover AmEx

Total Amount \$_____

Name _____ Card Number _____ Exp. _____

Security Code _____ Signature _____

THANK YOU!

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