



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

4,912

veterinary exams

2,087

spay and neuter
surgeries

159

animals rescued
from cruelty

776

animals cared for
in foster homes

218

lost pets reunited
with their families

0

euthanasia of safe,
healthy, or treatable
animals



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
- 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 SPONSOR \$25,000	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	MEWNICH \$25,000	KATZE \$3,000	DIRNDL \$1,500	LEDERHOSEN \$750	PURROST \$500
Tickets	10	8	6	4	2
Naming Opportunity	*Purr-senting Sponsor	**Included			

*Mewnich
 **Katze

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





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

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Social Media Tags: FB _____ Instagram _____

Your Logo

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

OKTOPURRFEST Sponsorship Level

☐ Title Sponsor - Mewnich \$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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