



MOHAWK HUDSON
**HUMANE
SOCIETY**

2020 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

(2019 data)



3,060
Adoptions



817
Pets Cared For
in Foster Homes



26,756
Volunteer
Hours



3,065
Low-Cost Spay/
Neuter Surgeries



53,703
Meals through our
Pet Food Pantry

Our Audience is Your Audience

(2019 data)



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



41,000+ followers



23,000+ active email contacts
16% average open rate



7,600+ 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

13th Annual Gala for Animals

Saturday, June 6, 2020

National Museum of Dance, Saratoga Springs

This inspiring evening features cocktails, fine dining, great live music, dancing and exciting silent and live auctions. Sponsors are highlighted through a targeted selection of broadcast, print and social media, along with promotion both prior to and at the event.

All Sponsor Levels Include:

- Event tickets with VIP reception (value \$250 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



In-Kind Donations

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

- Event Decor/Floral Design • A/V Services • Tent Rental
- Wine • Printing

Donations of items for our live and silent auctions help generate revenue for the animals. Every donation is graciously acknowledged through signage.

Requested items include:

- Gift certificates for stores, restaurants, concerts, theater, sporting events, 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.

- 20 gala tickets (value \$5,000)
- Exclusive branded welcome signage
- Two full-color pages in gala program (value \$1,500)
- Your logo on branded gift for attendees
- CEO or representative invited to speak at event
- Recognition on MHHS Facebook page
- Logo on gala inserts in all acknowledgment letters for three months prior to event (approximately 1,500)
- Recognition in three or more e-blasts

We have regular radio and TV opportunities and all gala mentions will include your name. In addition, your name and/or logo will be included in any additional sponsored or paid broadcast or print media.

Premier Sponsor - \$10,000

- 10 gala tickets (value \$2,500)
- Exclusive naming opportunity:
Cocktail Hour, Live Auction, Mission Video
- Full-page color ad in gala program (value \$750)
- Logo inclusion in three e-blasts

Hero - \$7,500

- 8 gala tickets (value \$2,000)
- Exclusive naming opportunity: *Silent Auction, Kitty Corral*
- Full-page color ad in gala program (value \$750)
- Logo inclusion in three e-blasts

Guardian - \$5,000

- 6 gala tickets (value: \$1,500)
- Full-page color ad in gala program (value \$750)
- Name inclusion in three e-blasts

Companion - \$2,500

- 4 gala tickets (value: \$1,000)
- Half-page color ad in gala program (value: \$500)
- Name inclusion in three e-blasts

Friend - \$1,500

- 2 gala tickets (value: \$500)
- Quarter-page color ad in gala program (value: \$250)
- Name inclusion in three e-blasts

Note: Deadline for inclusion in printed invitation is March 25, 2020.



The Benson's Pet Centers

Gala for Animals June 6, 2020

National Museum of Dance • Saratoga Springs

Sponsorship Registration • **Print Deadline March 25, 2020**

Please return to: MHHS, 3 Oakland Avenue, Menands, NY 12204, Fax: (518) 434-0217 Email: mpearson@mohawkhumane.org

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 _____

Website _____ *Please provide your social media handles so we can tag you!*

Facebook @ _____ Twitter @ _____ Instagram @ _____ LinkedIn @ _____

Sponsorship Level

- Title Sponsor - \$15,000 (one available) **SOLD**
- Premier - \$10,000 - Select One Naming Opportunity
 - Cocktail Hour
 - Live Auction first-come basis
 - Mission Video
- Hero - \$7,500 - Select One Naming Opportunity
 - Silent Auction first-come basis
 - Kltty Corral
- Guardian - \$5,000
- Companion - \$2,500
- Friend - \$1,500

Your Logo

Please send your hi-resolution logos, both color and black and white, to mpearson@mohawkhumane.org ASAP for inclusion on our website.

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

Your Ad

Send your camera-ready, color ad by April 15, 2020

Title Sponsor Two Pages, each 5" x 8"

Premier Full Page, 5" x 8"

Hero Full Page, 5" x 8"

Guardian Full Page, 5" x 8"

Companion Half Page, 5" x 3.875"

Friend Quarter Page, 2.375" x 3.875"

- I'd like you to design my ad. Please contact me.

Payment

Gala for Animals Sponsorship Amount \$ _____

- A check is enclosed, payable to "MHHS."

Please charge my: Visa MasterCard Discover AmEx Amount \$ _____

Name _____ Card Number _____

Expiration _____ Security Code _____

Signature _____

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.
- Please add us to your invitation list.

Thank you for your support!