



 **HUMANE SOCIETY**
FOR HAMILTON COUNTY
winewagsandwhiskers.com



2024 EVENT SPONSORSHIP PROPOSAL

WINE | FOOD | SILENT AUCTION

Benefiting the Humane Society
for Hamilton County

Join Us

Our Wine Wags & Whiskers event is an opportunity to network, mingle, host special guests, or reward your staff with an evening of wine tastings sure to please the palate. Enjoy delicious hors d'oeuvres and tempting sweets...and equally tempting adoptable dogs and cats who will steal your heart.

Our silent auctions are known for their unique packages, artwork, and one-of-a-kind experiences.

JUNE 8, 2024

6 - 9:00pm

502 East Event Centre-Carmel

Wine lovers will have the opportunity to sample their favorite wines courtesy of Vino Indiana. In 2023, over 650 in-person guests attended the event.

As a sponsor, your exposure starts long before the event by connecting our sponsors with a vast and fiercely loyal social media network of **over 84,000 followers!** Depending on the sponsorship level you choose, our sponsors also receive complimentary tickets and so much more.



The funds raised will directly benefit the Humane Society for Hamilton County in our mission to give every animal a chance to live, love and be loved regardless of age, breed or medical condition.



Sponsorship Opportunities

VIP LOUNGE SPONSOR

\$15,000



Your business will be the exclusive VIP Lounge Sponsor and have category exclusivity at Wine Wags & Whiskers. Category exclusivity is not applicable with other sponsorship levels. *(Please note this does not apply to the purchase of tables and the donation of silent auction items by other companies and organizations.)*

Pre-Event Benefits

Business/pet name featured as name of the VIP Lounge

Logo/pet name prominently placed on Wine Wags & Whiskers event website - *3.7 million page views and 428K+ unique users in 2023*

Logo placed in one (1) Facebook/ Instagram ad to promote the event. - *Minimum reach is 3.5K people and 500 link clicks*

Logo linked on all HSHC event e-blasts - *Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.*

Three (3) pre-event Wine, Wags, & Whiskers social media posts - *84K social media followers in 2023*

Logo prominently placed in Wine, Wags,& Whiskers promotional ad prior to event date in Current Publishing

Business/pet name featured for VIP Lounge ticket sales

Business name/featured pet included in event press release headline

Night Of Benefits

Giant cut-out of Business logo/pet photo at entrance of VIP Lounge

Business name on reserved table sign

Full page ad in event program

Business/pet name featured on sponsor recognition signage, VIP Lounge signage, and VIP badge

Business name listed event presentation and mentioned by event emcee

Event tickets and VIP Lounge tickets for 8 guests

PRESENTING SPONSOR

\$7,500

Your business will have category exclusivity with the Presenting Sponsorship at Wine Wags & Whiskers. Category exclusivity is not applicable with other sponsorship levels. *(Please note this does not apply to the purchase of tables and the donation of silent auction items by other companies and organizations.)*

Pre-Event Benefits

Logo linked on Wine Wags & Whiskers event website - *3.7 million page views and 428K+ unique users in 2023*

Logo placed in one (1) Facebook /Instagram ad to promote the event. - *Minimum reach is 1.5K people and 250 link clicks*

Logo linked on all HSHC event e-blasts - *Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.*

Logo prominently placed in Wine, Wags,& Whiskers 1/2 page promotional ad prior to event date in Current Publishing

Three (3) pre-event Wine, Wags, & Whiskers social media posts - *84K social media followers in 2023*

Business name included in event press release

Night Of Benefits

Logo featured in event program alongside the event's other presenting sponsors

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by event emcee

Business logo included on silent auction bidding interface

Business name on reserved table sign

Event tickets and VIP Lounge access for 8 guests

Sponsorship Opportunities

CORPORATE SPONSOR

\$5,000

Pre-Event Benefits

Logo linked on event website - *3.7 million page views and 428K+ unique users in 2023*

Logo linked on two (2) HSHC event e-blasts - Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.

Two (2) pre-event Wine, Wags, & Whiskers social media posts - *84K social media followers in 2023*

Business name included in event press release

Night Of Benefits

Logo featured in event program alongside the event's other corporate sponsors

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by event emcee

Business name on reserved table sign

Event tickets and VIP Lounge access for 4 guests

COMMUNITY SPONSOR

\$2,500

Pre-Event Benefits

Logo placed on event website - *3.7 million page views and 428K+ unique users in 2023*

Logo linked on one (1) HSHC event e-blast - Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.

One (1) pre-event Wine, Wags & Whiskers social media post - *84K social media followers in 2023*

Night Of Benefits

Logo featured in event program alongside the event's other community sponsors

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by event emcee

Event tickets and VIP Lounge access for 2 guests

YOUR IMPACT

A \$5,000 sponsorship of Wine, Wags & Whiskers could provide necessary enrichment to dogs and cats in need.

YOUR IMPACT

A \$2,500 sponsorship of Wine, Wags & Whiskers could save an animal with a hit-by-car injury.

Sponsorship Opportunities

FEATURED SILENT AUCTION ITEM

\$5,000

Pre-Event Benefits

Logo linked on event website - *3.7 million page views and 428K+ unique users in 2023*

Logo linked on two (2) HSHC event e-blasts - *Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.*

Two (2) pre-event Wine, Wags & Whiskers social media posts - *84K social media followers in 2023*

Business name included in event press release

Night of Benefits

Logo featured in event program alongside the event's other featured silent auction sponsors

Business name featured on sponsor recognition signage

Donated auction item featured in a promotional video

Business name listed event presentation and mentioned by event emcee

Business name on reserved table sign

Event tickets and VIP Lounge tickets for 4 guests



Sponsorship Opportunities

RAFFLE SPONSOR

\$5,000

Pre-Event Benefits

Logo linked on event website - 3.7 million page views and 428K+ unique users in 2023

Logo linked on two (2) HSHC event e-blasts - Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.

Two (2) pre-event Wine, Wags & Whiskers social media posts - 84K social media followers in 2023

Business name included in event press release

Night of Benefits

Logo featured in event program

Logo featured on over 300 Wine, Wags & Whisker's Jackpawt raffle tickets

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by event emcee

Business name on reserved table sign

Logo featured on a custom Jackpawt raffle display

Event tickets and VIP Lounge passes for 4 guests



Sponsorship Opportunities

SILENT AUCTION PARTNER SPONSOR

\$2,500

Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2023

Logo linked on one (1) HSHC event e-blasts - Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.

One (1) pre-event Wine, Wags and Whiskers social media post - 84K social media followers in 2023

Night of Benefits

Logo featured in event program alongside the event's other silent auction partner sponsors

Business name featured on sponsor recognition signage at booth

Business name listed event presentation and mentioned by event emcee

Event tickets and VIP Lounge access for 2 guests

DESSERT SPONSOR

\$1,000

Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2023

Logo linked on one (1) HSHC event e-blast - Avg. 38% open rate per e-blast in 2023. The national open rate average is 21.33%.

One (1) Wine, Wags and Whiskers pre-event social media post - 84K social media followers in 2023

Night of Benefits

Logo featured in program and on signage at the dessert buffet with the option to include marketing materials at station

Business name listed event presentation and mentioned by event emcee

Event tickets and VIP Lounge access for 4 guests

Sponsor to Provide

Seven-hundred (700) specialty dessert (including gluten free options)



Your Donations at Work

ANIMALS RECEIVED

A total of **4,398** animals entered the Humane Society for Hamilton County in 2022, all looking for the chance to live and love.

Dogs
1,855

Cats
2,543

Dogs
1,371

Cats
2,190

ADOPTIONS

In 2022, **3,561** animals were placed in to loving homes.

LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited **460** lost pets with their people.

Dogs
369

Cats
91

HOOSIER ANIMALS SAVED

(Received from Other Indiana shelters and/or non-hamilton County residents)

SURVIVORS

The Survivor Program funds life-saving and emergency medical care to animals in need.

Animals
Saved
890

Lives
Saved
2,706

HUMANE SOCIETY FOR HAMILTON COUNTY IS PRIMARILY DONOR FUNDED

We contract with Hamilton County and its municipalities to shelter stray, unwanted and all animals found or seized by Animal Control or law enforcement agencies in Hamilton County. This annual agreement covers only the basic cost to process and shelter an animal for 7 days per the Hamilton County ordinance. It does not cover the cost of any life-saving medical care an animal may need, the cost of marketing and fundraising, spay/neuter, or any costs to shelter and care for animals after 7 days. This funding represents approximately **20%** of our annual operating budget, with the remaining funds raised through individual donations (including bequests and gifts from trusts and stock), HSHC fundraising events and programs, sponsorships, and grants – in that order.

OUR MISSION

Our mission is saving lives, educating communities, and completing families. When it comes to saving lives, HSHC takes in over 4,000 animals each year including over 1,000 at risk for euthanasia in other Indiana shelters.

In fact, the Humane Society for Hamilton County is one of the only open admission, truly no-kill shelters in the United States.

Our community outreach programs connect children, seniors, Hoosier veterans and more with the healing power of pets every day...and our youth education programs are planting the seeds of kindness, responsibility, and philanthropy in thousands of children each year.

Our advocacy for animals reaches far beyond Hamilton County as we have taken a leadership role in fighting breed discrimination and better laws to protect animals.

The commitment to our mission doesn't stop with Hamilton County. We've always shared available resources to save as many out-of-county animals as possible...and we won't stop until all Hoosier animals have a chance to live, love, and be loved.



HUMANE SOCIETY
FOR HAMILTON COUNTY



10501 Hague Road
Fishers, IN 46038

hamiltonhumane.com
(317) 773-4974



Fartography
STUDIO

HUMANE SOCIETY FOR HAMILTON COUNTY
EVENT/PROGRAM SPONSORSHIP TERMS AND CONDITIONS

These SPONSORSHIP AGREEMENT TERMS AND CONDITIONS ("Terms and Conditions") are incorporated into the Sponsorship Agreement executed by and between the Humane Society for Hamilton County, Inc. (HSHC) ("Company"), and _____ ("Sponsor") as set forth in this Sponsorship Agreement. These Terms and Conditions also refer to both the Company and the Sponsor as the "Parties" where applicable.

1. The Company's Obligations.

1.1. The Company will provide the Sponsor with the sponsorship opportunity/and or benefits set forth in the Sponsorship Agreement with all benefits fulfilled within 1 (one) year of the date the signature of this agreement.

1.2. Unless otherwise set forth in the Sponsorship Agreement, the renewal date for the Sponsor will be on the anniversary of the signature of this agreement.

1.3. The Company does not make any warranties or guarantees regarding any specific or quantifiable results or outcomes the Company may consider as a measure of the success of this partnership.

1.4. Unless otherwise set forth in the Sponsorship Agreement, the Company does not promise any exclusivity within our Corporate Sponsorship Program. Exclusivity within the sponsorship level of a specific event the Sponsor is choosing is noted in the Sponsorship Agreement details.

2. The Sponsor's Obligations.

2.1. The total monetary or in-kind amount due for this Sponsorship Agreement is \$_____ to be paid/fulfilled as follows:

Please make checks payable to "HSHC" and send payments to: Humane Society for Hamilton County, ATTN: Jen Dant, 10501 Hague Rd. Fishers, IN 46038.

2.2. The Company reserves the right to discontinue the fulfillment of the Sponsorship Agreement if payments are not received within 30 days of the agreed upon timeframes noted herein.

2.3. The Sponsor represents and warrants to the Company that the Sponsor has the legal right to use the logo, artwork, or other advertising and marketing material provided by it to the Company.

3. The Parties' Obligations.

3.1. The terms and conditions of this Sponsorship Agreement shall not be disclosed to any third parties without the prior written consent of both Parties.

3.2. The Parties shall indemnify and hold harmless each other as well as the Parties' officers, directors, members, employees, and agents, from and against any claims, actions or demands, including, without limitation, all reasonable attorney's fees, due to or resulting from either Parties' breach of these Terms and Conditions.

3.3. PARTIES WILL NOT BE LIABLE TO EACH OTHER FOR ANY SPECULATIVE SPECIAL, INCIDENTAL, INDIRECT, REMOTE, OR CONSEQUENTIAL DAMAGES ARISING FROM EITHER PARTIES' PERFORMANCE OR FAILURE TO PERFORM, OR ANY SPECULATIVE MISREPRESENTATION OF BENEFITS OR SERVICES TO BE PROVIDED BETWEEN THE PARTIES.

Sponsorship Form

JUNE 8, 2024

THIS YEAR, MORE THAN EVER, WE NEED YOU.

- ☐ VIP Lounge Sponsor - \$15,000 **SOLD**
- ☐ Presenting Sponsor - \$7,500
- ☐ Corporate Sponsor - \$5,000
- ☐ Raffle Sponsor - \$5,000
- ☐ Featured Silent Auction Sponsor - \$5,000
- ☐ Silent Auction Partner Sponsor - \$2,500
- ☐ Community Sponsor - \$2,500
- ☐ Dessert Sponsor - \$1,000

☐ I have read the terms and conditions of the sponsorship proposal and agree to them in full.

For more info or to get involved,
please contact:

Jennifer Dant

Corporate Sponsorships and Events
Manager

eventsmanager@hamiltonhumane.com
hamiltonhumane.com
(317) 674-0628

PLEASE MAKE CHECK PAYABLE TO:

Humane Society for Hamilton County

Or to pay by credit card, visit

<https://www.hamiltonhumane.com/sponsorpayment>

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return completed form by 4/1/2023. Business logos can be emailed to Jennifer Dant. We prefer a vector or eps file of your logo.

Please **print** desired name as you would like it to appear on all printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone

Email Address

Total Sponsorship \$

Sponsor Representative Signature

HSCH Representative Signature

Sponsor Representative Print

HSCH Representative Print

Date

Date

HSCH Staff Use:

- ☐ Payment Received
- ☐ Invoice Sent
- ☐ Accounting Verified