

WOOFSTOCK

SURVIVOR 5K 🐾 DOG WALK



HUMANE SOCIETY
FOR HAMILTON COUNTY

2022 EVENT SPONSORSHIP PROPOSAL

5K | DOG WALK | VENDORS

Benefiting the Humane Society
for Hamilton County

JOIN US

AUGUST 13, 2022

8-11:00am

Four Day Ray
Fishers

\$55 PER PERSON (IN PERSON EXPERIENCE)

Includes T-shirt and Medal

\$55 PER PERSON (VIRTUAL EXPERIENCE)

Includes Medal

Race entries can be purchased online at woofstockrocks.com or day of event while quantities last.



Get moving at the Survivor 5K and Dog Walk at Four Day Ray Brewing! This timed, 5K course can be run, jogged or walked by the whole family - leashed and in-stroller pups included. The celebration continues after the race on North Street with a post-race party featuring music, a VIP brunch, drinks from our exclusive sponsors, and vendors!

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

TITLE SPONSOR

\$20,000

Your business will be the exclusive Title Sponsor and have category exclusivity at Woofstock. Category exclusivity is not applicable with other sponsorship levels. *(Please note this does not apply to the purchase of vendor booth space by other companies/organizations.)*

Pre-Event Benefits

Logo prominently placed on Woofstock direct mail postcard (sent to 1000+ homes) and event website - 3.7 million page views and 370K+ unique users in 2021

Logo linked on all HSHC/event e-blasts - Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%

Logo featured in our Facebook/Twitter cover photos and event page website header

Logo prominently placed in Woofstock promotional 1/2 ad prior to event date in Current Publishing

Logo featured on City of Fishers Woofstock event banners located in three prime intersection locations

Pre-event social media promotion - Avg. 70K organic reach per post in 2021

Business name included in event press release headline

Day Of Benefits

10x10 prime event space at Four Day Ray *(must provide table, chairs, and tent/tent weights)*

Logo featured on the Start/Finish Line archway, Race Bib, T-shirt, and sponsor recognition signage

Woofstock Swag Bag insert (company to provide)

Guests will have an exclusive photo opportunity

Special recognition by event emcee

Ten (10) entries for participation in the Woofstock Survivor 5K and Dog Walk *(includes brunch tickets)*



PRESENTING SPONSOR

\$7,500

Your business will have category exclusivity as the Presenting Sponsor at Woofstock. Category exclusivity is not applicable with other sponsorship levels. *(Please note this does not apply to other event sponsorship levels, the purchase of tickets by other companies/organizations.)*

Pre-Event Benefits

Logo placed on Woofstock direct mail postcard (minimum 1,000+ homes) and event website - 3.7 million page views and 370K+ unique users in 2021

Logo linked on all HSHC event e-blasts - Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%

Logo prominently placed in Woofstock promotional 1/2 ad prior to event date in Current Publishing

Three (3) pre-event social media posts - Avg. 70K organic reach per post in 2021

Business name included in event press release

Day Of Benefits

10x10 event space at Four Day Ray *(must provide table, chairs, and tent/tent weights)*

Logo featured on the Start/Finish Line archway, Race Bib, T-shirt, and sponsor recognition signage

Woofstock Swag Bag insert (company to provide)

Recognition by event emcee

Six (6) entries for participation in the Woofstock Survivor 5K and Dog Walk *(includes brunch tickets)*

SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSOR

\$5,000

Pre-Event Benefits

Logo placed on Woofstock direct mail postcard (sent to minimum 1,000 homes) and event website - 3.7 million page views and 370K+ unique users in 2021

Logo linked on two (2) HSHC event e-blasts - Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%

Two (2) pre-event social media posts - Avg. 70K organic reach per post in 2021

Business name included in event press release

Day Of Benefits

10x10 event space at Four Day Ray for the Survivor 5K and Dog Walk (must provide table, chairs, and tent/tent weights)

Logo featured on Woofstock T-Shirt and sponsor recognition signage at Corporate level

Woofstock Swag Bag insert (company to provide)

Recognition by event emcee

Four (4) entries for participation in the Woofstock Survivor 5K and Dog Walk (includes to go breakfast bag)

YOUR IMPACT

A \$5,000 sponsorship of Woofstock could provide necessary enrichment to dogs and cats in need.

COMMUNITY SPONSOR

\$2,500

Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 370K+ unique users in 2021

Logo linked on one (1) HSHC event e-blast - Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%

One (1) pre-event social media post - Avg. 70K organic reach per post in 2021

Day Of Benefits

10x10 event space at Four Day Ray for the Survivor 5K and Dog Walk (must provide table, chairs, and tent/tent weights)

Logo featured on Woofstock T-Shirt and sponsor recognition signage at COMMUNITY level

Woofstock Swag Bag insert (company to provide)

Recognition by event emcee

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk (includes to go breakfast bag)

YOUR IMPACT

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



WATER STATION AND SWAG BAG SPONSOR

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Participants of the Survivor 5K and Dog Walk will receive official Swag Bags at packet pick up which will include the event t-shirt, one drink ticket (specialty or non-alcoholic beverage), plus coupons from our valued sponsors. During a race, water stations are an absolute must! Even when

the weather turns colder, water is a necessity for keeping runners, both human and canine, healthy. There will be one water station located at Mile 2 and multiple dog watering stations on the course.

Exclusive Water Station and Swag Bag Sponsor: \$2,000

Mile 2 Watering Station will feature signage promoting business name (*Optional: Staff the Mile 2 Watering Station with your employees wearing your company's branded shirts to hand water to runners*)

Logo featured on the Survivor 5K and Dog Walk Swag Bags

Logo placed on event website - *3.7 million page views and 370K+ unique users in 2021*

Logo linked on one HSHC event e-blast - *Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%*

Pre-event social media promotion - *Avg. 70K organic reach per post in 2021*

Woofstock Swag Bag insert (business to provide)

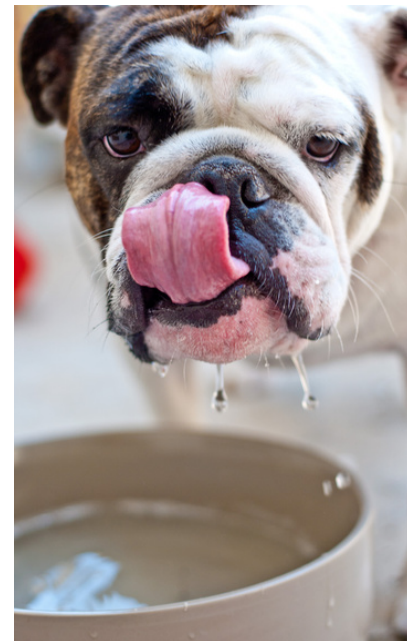
Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk (*includes to go breakfast bag*)

Sponsor Agrees to Provide at Sponsor's Expense:

500 drawstring swag bags imprinted with Woofstock Event Logo and Sponsor Logo

Final artwork and specs for swag bag to be pre-approved by HSHC

Optional - Sponsor provides Sponsor logo'd dog water bowls for event watering stations and to hand out at your vendor booth



PET MEMORIAL & HONORARIUM WALL SPONSOR

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At the Woofstock Survivor 5K and Dog Walk , participants will be able to honor a special pet on our **4X8 Memorial and Honorarium Wall**. Our pets bring joy and companionship into our lives. For those who walk, run, or raised funds for our Survivor Program that day, this is a lasting way for them to celebrate the animals they've rescued...and the ones who've rescued them.

Exclusive Pet Wall Sponsor: \$1,500

Your logo will be featured as "**Your Company Pet Memorial and Honorarium Wall**" which is a vinyl banner that Woofstock attendees can sign.

The banner will then be YOURS to display at your place of business for your customers and employees to see and sign as well!

Logo placed on event website - *3.7 million page views and 370K+ unique users in 2021*

Logo linked on one HSHC/event e-blast - *Avg. 26% open rate per e-blast in 2021. The national open rate average is 21%*

Pre-event social media promotion - *Avg. 70K organic reach per post in 2021*

Logo featured on Woofstock T-Shirt

Woofstock Swag Bag insert (business to provide)

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk (*includes to go breakfast bag*)



YOUR DONATIONS AT WORK

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ANIMALS RECEIVED

A total of **4,272** animals entered the Humane Society for Hamilton County in 2021, all looking for the chance to live and love.

Dogs
1,666

Cats
2,606

Dogs
1,130

Cats
2,276

ADOPTIONS

In 2021, **3,406** animals were placed in to loving homes.

LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited **469** lost pets with their people.

Dogs
389

Cats
80

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
1,093

Lives
Saved
3,274

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. Funding from the county 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 1000 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.



10501 Hague Road
Fishers, IN 46038

hamiltonhumane.com
(317) 674-0628



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

WOOFSTOCK
SURVIVOR 5K DOG WALK
AUGUST 13, 2022

THIS YEAR, MORE THAN EVER, WE NEED YOU.

- ☐ Presenting Sponsor - \$7,500
- ☐ Corporate Sponsor - \$5,000
- ☐ Community Sponsor - \$2,500
- ☐ Water Station and Swag Bag Sponsor - \$2,000 **SOLD**
- ☐ Wall Sponsor - \$1,500

☐ I have read the terms 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

10501 Hague Road
Fishers, IN 46038

Due to the printing deadline for event
promotional materials, your prompt
response is encouraged and
appreciated! Please return completed
form by 7/1/2022.

PLEASE MAKE CHECK PAYABLE TO:
Humane Society for Hamilton County
Or call 317.674.0628 to pay by credit
card

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