



2022 EVENT SPONSORSHIP PROPOSAL

RIDE | FOOD | ENTERTAINMENT



HUMANE SOCIETY
FOR HAMILTON COUNTY

Live Free, Wag Hard

OCTOBER 1, 2022

9:00 am - 3:00 pm

\$50 per person, \$25 per passenger

Humane Society for Hamilton County



Why support Ruff Ride and the Pets Healing Vets program?

An estimated 22 veterans commit suicide each day while approximately 2.7 million animals are euthanized in shelters every year; *we want to do our part to change these statistics*. The mission of Pets Healing Vets is to improve the emotional well-being of Hoosier veterans suffering from post-traumatic stress disorder (PTSD) or traumatic brain injury (TBI) by pairing them with carefully selected shelter dogs or cats in need of homes.

This program is vital and, in many cases, life saving for both the veteran and the pet. The animals become constant companions for veterans in the program... a healing balm for the wounds no one can see. Ours is the only program of its kind in the state of Indiana, and the only one we have found in the country, that removes the real barrier to companion pet ownership that many of these veterans find themselves challenged with—the cost to own a pet.

We currently serve 35 veterans throughout the state of Indiana through the Pets Healing Vets Program, which is fully funded and facilitated by the Humane Society for Hamilton County.

The health benefits and emotional support pets provide those suffering from depression and anxiety are undeniable. With 22 veterans committing suicide every day, and thousands of animals in need of hearts to heal, Pets Healing Vets is a bridge to help both. Your support of the Ruff Ride is critical in our ability to give these veterans hope through the healing power of pets



Sponsorship Opportunities

PRESENTING SPONSOR

\$5,000

Pre-Event Benefits

Business logo highlighted on Ruff Ride event website

Business logo linked in two (2) HSHC e-blasts - Avg. 26% open rate per e-blast in 2021; national open rate average is 21%

Business logo prominently placed in Ruff Ride promotional ad in Current Publishing

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

Business name included in event press release

Day of Event Benefits

Business logo prominently featured on event signage

Business logo prominently featured on event participant t-shirts

Vendor booth at Ruff Ride after party (*vendors must provide table, chairs, and tent/tent weights*)

Emcee recognition at Ruff Ride after party

BREAKFAST SPONSOR

\$1,000

Pre-Event Benefits

Business logo highlighted on Ruff Ride event website

Business logo linked in one (1) HSHC e-blast - Avg. 26% open rate per e-blast in 2021; national open rate average is 21%

Day of Event Benefits

Business logo prominently featured on registration signage

Vendor booth at the Ruff Ride after party (*vendors must provide table, chairs, and tent/tent weights*)

Emcee recognition at Ruff Ride after party

COMMUNITY SPONSOR

\$2,500

Pre-Event Benefits

Business logo highlighted on Ruff Ride event website

Business logo linked in one (1) HSHC e-blast - Avg. 26% open rate per e-blast in 2021; national open rate average is 21%

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

Business name included in event press release

Day of Event Benefits

Business logo included on event signage

Vendor booth at the Ruff Ride after party (*vendors must provide table, chairs, and tent/tent weights*)

Emcee recognition at Ruff Ride after party

VENDOR BOOTH

\$250

Pre-Event Benefits

Business logo highlighted on Ruff Ride event website

Vendor booth at Ruff Ride after party (*vendors must provide table, chairs, and tent/tent weights*)

Emcee recognition at Ruff Ride after party



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

OCTOBER 1, 2022

THIS YEAR, MORE THAN EVER, WE NEED YOU.

☐ **Presenting Sponsor - \$5,000**

☐ **Community Sponsor - \$2,500**

☐ **Breakfast Sponsor - \$1,000** **SOLD**

☐ **Vendor Booth - \$250**

☐ 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 Hatcher
Senior Community Outreach Manager

outreach@hamiltonhumane.com
hamiltonhumane.com
(317) 219-4630

PLEASE MAKE CHECK PAYABLE TO:

Humane Society for Hamilton County
10501 Hague Road
Fishers, IN 46038

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 \$

Due to the printing deadline for event promotional materials, your prompt response is encouraged. Please return completed form by 7/1/2022. Business logos can be emailed to Jennifer Hatcher in the form of a vector or eps.

Sponsor Representative Signature

HSCH Representative Signature

Sponsor Representative Print

HSCH Representative Print

Date

Date

HSCH Staff Use:

☐ **Payment Received**

☐ **Invoice Sent**

☐ **Accounting Verified**