



**HUMANE SOCIETY**  
FOR HAMILTON COUNTY

**WOOFSTOCK**

SURVIVOR 5K  DOG WALK



**2023 EVENT  
SPONSORSHIP  
PROPOSAL**

**5K | DOG WALK | VENDORS**  
Benefiting the Humane Society  
for Hamilton County

# JOIN US

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**AUGUST 12, 2023**

8-11:00am

**Four Day Ray  
Fishers**

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, drinks from our exclusive sponsors, and vendors! Over 700 people attended the event in 2022.

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.

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# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR - \$20,000 **SOLD**

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 flyers (minimum 1,000 at partner businesses) and event website - 3.7 million page views and 428K+ unique users in 2022

Logo linked on all HSHC/event e-blasts - Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.

Logo placed in all Facebook/Facebook Messenger/Instagram ads to promote the event. - Avg. daily reach is 3.5K people per day and 500 link clicks per day

Logo featured in our Facebook/Facebook event/Twitter cover photos and main website header, with header posting dates to be determined

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

Logo featured on Woofstock event banner located the Humane Society

Pre-event social media promotion - 80K social media followers in 2022

Business name included in event press release headline

### Day Of Benefits

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

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

Woofstock Swag Bag insert (company to provide for up to 800 attendees)

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

## 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 flyers (minimum 1,000 at partner businesses) and event website - 3.7 million page views and 428K+ unique users in 2022

Logo linked on all HSHC event e-blasts - Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.

Logo placed in one (1) Facebook /Messenger/Instagram ad to promote the event. - Avg. daily reach is 1.5K people per day and 250 link clicks per day

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

Three (3) pre-event social media posts - 80K social media followers in 2022

Business name included in event press release

### Day Of Benefits

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

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

Woofstock Swag Bag insert (company to provide for up to 800 attendees)

Recognition by event emcee

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

# SPONSORSHIP OPPORTUNITIES

## CORPORATE SPONSOR

\$5,000

### Pre-Event Benefits

Logo placed on Woofstock flyers (minimum 1,000 at partner businesses) and event website - 3.7 million page views and 428K+ unique users in 2022

Logo linked on two (2) HSHC event e-blasts - Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.

Two (2) pre-event social media posts - 80K social media followers in 2022

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 own table, chairs, tent/tent weights, and electric generator)

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

Woofstock Swag Bag insert ((company to provide for up to 800 attendees)

Recognition by event emcee

Four (4) entries for participation in the Woofstock Survivor 5K and Dog Walk

## COMMUNITY SPONSOR

\$2,500

### Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2022

Logo linked on one (1) HSHC event e-blast -Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.

One (1) pre-event social media post - 80K social media followers in 2022

### Day Of Benefits

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

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

Woofstock Swag Bag insert (company to provide for up to 800 attendees)

Recognition by event emcee

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk



# VENDOR BOOTH



## VENDOR BOOTH

\$325

### Day Of Benefits

Business logo highlighted on Woofstock event website

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

Emcee recognition at the event



# WATER STATION AND SWAG BAG SPONSOR



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 marketing materials 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: \$2,500

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 428K+ unique users in 2022

Logo linked on one HSHC event e-blast - Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.

Pre-event social media promotion - 80K social media followers in 2022

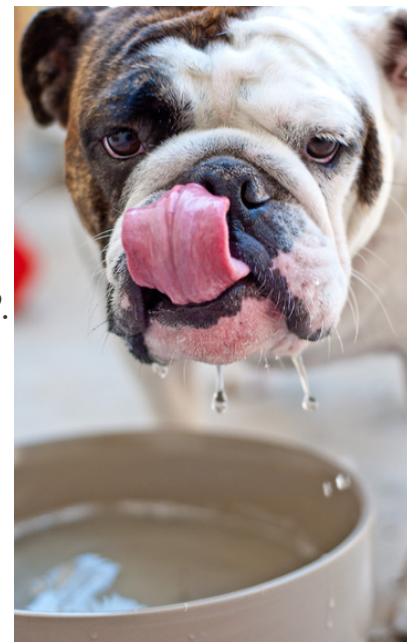
Woofstock Swag Bag insert (company to provide for up to 800 attendees)

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk

800 drawstring swag bags imprinted with Woofstock Event Logo and Sponsor Logo . Final artwork and specs for swag bag to be pre-approved by HSHC

### Sponsor Agrees to Provide at Sponsor's Expense:

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



# PET MEMORIAL & HONORARIUM WALL SPONSOR



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 428K+ unique users in 2022*

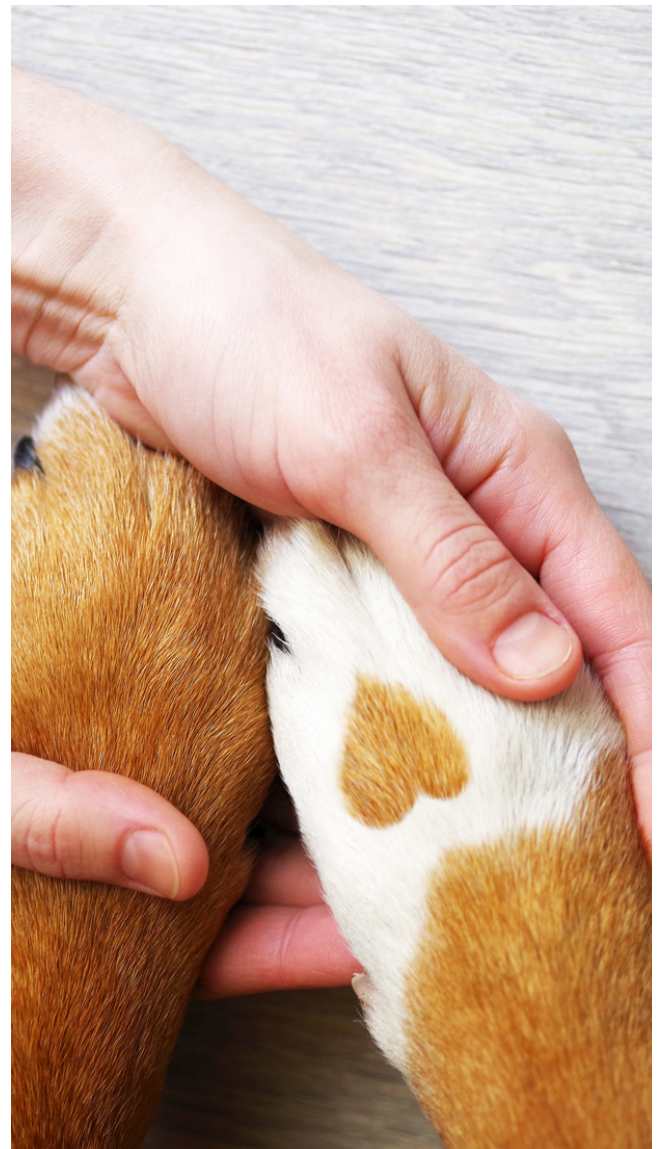
Logo linked on one HSHC/event e-blast - *Avg. 38% open rate per e-blast in 2022. The national open rate average is 21.33%.*

Pre-event social media promotion - *80K social media followers in 2022*

Logo featured on Woofstock T-Shirt

Woofstock Swag Bag insert (company to provide for up to 800 attendees)

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk



# 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  
**1,217**

Cats  
**2,159**

## ADOPTIONS

In 2022, **3,376** 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  
**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



Furtography  
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 12, 2023

## THIS YEAR, MORE THAN EVER, WE NEED YOU.

- Title Sponsor - \$20,000 **SOLD**
- Presenting Sponsor - \$7,500
- Corporate Sponsor - \$5,000
- Community Sponsor - \$2,500
- Water Station and Swag Bag Sponsor - \$2,500
- Memorial Wall Sponsor - \$1,500 **SOLD**

Vendor Booth Sponsor - \$300

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 7/1/2023. **Deadline to be  
included on t-shirt is July 1, 2023.**

**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