

Become an event sponsor!



AT FORT HILL BREWERY

Sunday June 23rd, 2019

V.I.P. 12- 1 pm

General Admission 1- 4 pm



Fort Hill Brewery



DAKIN
HUMANE SOCIETY



Sponsorships 2019

SUNDAY, JUNE 23rd
FORT HILL BREWERY, EASTHAMPTON, MA

KING OF THE MUTTS
\$5,000

BREWMASTER
\$2,500

PARTY PUP
\$1,000

EVENT

LOGO ON EVENT INVITES
 LOGO ON BANNER
 DISPLAY TABLE
 6 V.I.P. TICKETS

LOGO ON BANNER
 DISPLAY TABLE
 4 V.I.P. TICKETS

DISPLAY TABLE
 2 V.I.P. TICKETS

MEDIA

MEDIA MENTIONS (TV & RADIO)
 PRESS RELEASES
 FACEBOOK POST W/LOGO

FACEBOOK POST W/LOGO

FACEBOOK POST W/LOGO

WEBSITE

LOGO & LINK
 ON HOMEPAGE FOR
 ONE YEAR

LOGO
 ON HOMEPAGE FOR
 ONE YEAR

GENERAL EXPOSURE

LOGO ON EVENT POSTER
 EMAIL MARKETING
 (ABOVE LOGO WITH LINK)

EMAIL MARKETING (LOGO)

EMAIL MARKETING (NAME)

MEMBERSHIP IN
 LEADERSHIP SOCIETY

MEMBERSHIP IN
 LEADERSHIP SOCIETY

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 LEADERSHIP SOCIETY

For additional information please contact: Stacey Price, Director of Development & Marketing at (413) 781-4000 ext. 121 or email sprice@dakinhumane.org.





Barks & Brews

BENEFIT FOR DAKIN HUMANE SOCIETY

WHO IS DAKIN HUMANE SOCIETY?

Dakin Humane Society is an animal welfare organization that makes a difference in the lives of more than **20,000 animals and their people each year**. We are a non-profit organization that relies solely on contributions from companies and people like you. Being a part of Barks & Brews is a great way to promote your business while helping thousands of animals in the Pioneer Valley and beyond. With locations in both Springfield and Leverett, our programs include low-cost vaccine and spay/neuter clinics, pet food bank, dog training and workshops, and of course, providing loving homes to animals.

WHAT IS BARKS & BREWS?

Barks & Brews is an outdoor, dog-friendly party for humans and canines! No dog? No problem! Vendors, beer, food trucks, beer, dog activities, beer, t-shirts, beer, treats, beer, and more! Did we mention beer? Take your BFF (human or canine) for an afternoon of dogs, food, fun and oh yeah... BEER! Your company will receive maximum exposure to 650+ local animal lovers, outdoor enthusiasts, active, fun-loving humans. What more could you ask for? Seriously, if you have a question... just ask!
The 4th annual Barks & Brews is expected to raise more than \$35,000 to help animals in need.

HOW DOES MY SPONSORSHIP HELP ANIMALS?

\$5,000 Provides 10,000 pounds of food for Dakin's Pet Food Aid program – distributed to seniors and low-income families to feed their animals.

\$2,500 Provides spay/neuter surgery for 50 dogs, to help control the pet population.

\$1,500 Provides routine medical care for 20 cats-kittens including: spay or neuter surgery, feline leukemia and FIV testing, dewormer, and rabies and distemper vaccinations.

\$513 Covers the cost of care for 1 animal awaiting adoption at Dakin.





Barks & Brews

BENEFIT FOR DAKIN HUMANE SOCIETY

KING OF THE MUTTS - \$5,000

Year-Round Benefits

- Website – Your logo with link on Dakin’s website for one year (Dakin’s website has more than 2,000,000 page views per year)
- Membership (for one person from your organization) in Dakin’s “For the Animals” Leadership Society

Event-Based Benefits (includes 6 V.I.P. tickets)

- Media Recognition – Multiple mentions on a variety of media interviews
- Barks & Brews Premier Sponsor recognition (logo and name) included in the following:
- Posters and email marketing (email list of over 25,000)
- Press Releases, event listings, additional PR materials
- Vendor table at event (table & chairs provided/vendor responsible for bringing tent)
- 6 V.I.P. tickets to event (\$450 value)
- Mention in social media posts (combined following of more than 45,000)
- Logo on event banner and invitations

BREWMASTER - \$2,500

Year-Round Benefits

- Website - Company logo on Dakin’s website for 1 year (Dakin’s website has more than 2,000,000 page views per year)
- Membership (for one person from your organization) in Dakin’s “For the Animals” Leadership Society

Event-Based Benefits (includes 4 V.I.P. tickets)

- Identification as a sponsor in social media post related to event (combined following of more than 45,000)
- Logo on event banner
- Logo included in event email marketing (email list of over 25,000)
- Vendor table at event (table & chairs provided/vendor responsible for bringing tent)
- 4 V.I.P. tickets to the event (\$300 value)



DAKIN
HUMANE SOCIETY



Barks & Brews

BENEFIT FOR DAKIN HUMANE SOCIETY

PARTY PUP \$1,000

Benefits (includes 2 V.I.P. tickets)

- Name included in mass-emails related to event (database of over 25,000)
- Identification as a sponsor in social media post related to event (combined following of more than 45,000)
- Vendor table at event
- 2 V.I.P. tickets to event (\$150 value)

VENDOR SPACES \$250

- Do you have an animal-friendly product or service that would benefit from meeting more than 650 local active, animal-lovers? Consider renting a space to showcase what you have to offer.
- Vendors will receive a 10 foot by 10 foot outdoor space
- Vendors will receive a 6 foot by 6 foot table and two chairs (Vendor must provide own tent if desired)
- Spaces are limited, preference will be given to those with animal-related products or giveaways to attract attendees.
- All vendors subject to approval by Dakin Humane Society.

OTHER WAYS TO GET INVOLVED...

- Spread the word! If you know someone you think would be interested in making a donation, being a sponsor or attending the event, let them know!
- Share the event on Facebook!
- Donate a raffle prize for giveaways or food for our V.I.P. hour
- Make a donation
- Purchase a ticket

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BARKS & Brews

BENEFIT FOR DAKIN HUMANE SOCIETY

Benefits

Sunday June 23rd from 12:00 - 1:00 pm (V.I.P. hour)

1:00 - 4:00 pm (general admission)

A fundraiser for Dakin Humane Society at Fort Hill Brewery. Fort Hill Brewery is located at 30 Fort Hill Road in Easthampton, MA. For more information, please visit <http://www.forthillbrewery.com>.

Our business would like to support Barks & Brews with a sponsorship:

Business Name: _____ \$5000 _____

Address: _____ \$2,500 _____

Contact Name: _____ \$1,000 _____

Contact Title: _____ Other _____

Phone: _____

Email Address: _____

Yes, I would like to bundle our sponsorship and maximize our exposure: _____

Commit to becoming a sponsor for all 3 of Dakin's annual events at any level and receive 20% off sponsorship fees on each.

Barks and Brews Level _____

Mutts and Mimosas Level _____

Toasted Owl Halloween Fun Run 5k Level _____

(Event details on next page)

Please mail to: Dakin Humane Society, Attn: Barks and Brews, PO Box 6307, Springfield, MA 01101. **Sponsorship Deadline is 4/15/2019.** Thank you for your support!

Sponsorship Bundle

Dakin Annual Events

Sponsor all 3 events at various levels and deduct 20% off each

Barks and Brews

Where: Fort Hill Brewery - Easthampton, MA

When: Sunday June 23rd 12 - 4 pm

Attendance: 650+

Sponsor Levels

King of the Mutts \$5,000

Brewmaster \$2,500

Party Pup \$1,000

Mutts and Mimosas

Where: Quonquont Farm - Whately, MA

When: Sunday September 22nd 11 am - 2 pm

Attendance: 200+

Sponsor Levels

Top Dog \$5,000

Best Buddy \$2,500

Furry Friend \$1,000

Watch Dog \$513

Toasted Owl Halloween Fun Run 5k

Where: Toasted Owl - Northampton, MA

When: Sunday October 27th 10:30 am - 12:00 pm

Attendance: 600+

Sponsor Levels

Leader of the Pack \$1000

Monster Mutt \$500

Terrifying Terrier \$250

Howling Hound \$100



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