

DAKIN HUMANE SOCIETY



SPONSORSHIP OPPORTUNITIES

2021



About 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 501(c)(3) organization that relies solely on contributions from companies and **people like you**. Being a part of a Dakin event is a great way to **promote your business** while helping thousands of animals in the Pioneer Valley and beyond. Our programs include vaccine, microchip, and spay/neuter clinics, a Pet Food Aid Program, workshops, medical treatment for animals in need, and of course, **providing loving homes** to animals.



Your Sponsorship In Action

\$5,000

Provides **10,000 pounds** of food for Dakin's Pet Food Aid Program. Food is distributed to families in need to help keep people and pets together.



\$2,500

Provides spay/neuter surgery for **50 dogs**, to help control the pet population in our efforts to reduce the number of animals looking for homes.

\$1,000

Provides routine medical care for **20 cats/kittens** including: spay/neuter surgery, Feline Leukemia and FIV testing, dewormer, and vaccines.



\$500

Covers the cost for Dakin to care for **one animal** during their stay while they wait to meet their new family.

Fans, Followers, & Social Influence

Dakin Humane Society reaches a **large and diverse audience** through multiple channels in press, social media, events, and location visits. When you sponsor a Dakin event, this large audience can see how much **your business cares about animals** and people in need.



Website

2.9M

annual visits



43,300



7,250



1,400



21,000



Clients

20,000

animals helped/year

Estimated total reach 2,989,900

Total does not include TV, radio, or press release reach potential





31-Day Activity Challenge Sponsorship Levels

MAY 2021

Dakin Humane Society's NEW virtual event to get families moving the month of May with our **#ByMySide 31-Day Activity Challenge**. Participants are encouraged to bring their furry companion along, or get active in their honor. People can join the challenge to walk, run, bike ride, kayak, or hike! This event is a virtual movement of animal lovers supporting health and happiness *together*.



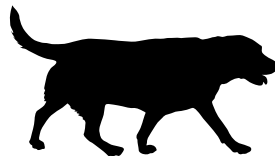
\$1,000

- Membership in The Leadership Society
- Featured by exclusive name recognition on suggested trail
- 4 official event t-shirts
- Premier logo placement on Challenge website and event emails
- 400Wx180H px digital ad with link in all Challenge participant emails
- 1 exclusive sponsor post on Dakin's Facebook Page
- 2 exclusive sponsor posts on Event Facebook Page
- Monthly e-newsletter mention

trailblazer

Sponsor deadline 3/1/2021

**Logos and digital ads due 3/8/2021*



\$500

- 2 official event t-shirts
- Logo placement on Challenge website and event emails
- 180Wx180H px digital ad with link in all Challenge participant emails
- 1 combo sponsor post on Dakin's Facebook page
- 1 exclusive sponsor post on Event Facebook Page
- Monthly e-newsletter mention

adventurer



\$250

- 1 official event t-shirt
- Logo placement on Challenge website and event emails
- 1 combo sponsor post on Dakin's Facebook page
- Monthly e-newsletter mention

happy cat

YES!

Sponsorship Response Form

Our business would like to support Dakin by becoming a sponsor!

Thank you for your support!

Please complete this form by **March 1, 2021** and mail to:

Kaitlyn Holloway, Dakin Humane Society, PO Box 6301, Springfield, MA 01101

For more information contact (413) 781-4000 x118 or email kholloway@dakinhumane.org

GENERAL INFORMATION

Company/Individual: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Facebook Page: _____

SPONSORSHIP LEVEL

YES! I want to support Dakin Humane Society and sponsor the **#ByMySide 31-Day Activity Challenge**

The most impact!



Trailblazer - \$1,000

Adventurer - \$500

Happy Cat - \$250

Name Listed As: _____

We love animals, but can't sponsor this year. We'd like to make a donation of:

\$100 \$75 \$50 Other: _____

PAYMENT INFORMATION

Check Enclosed # _____ Check to follow in mail

Card # _____ EXP: _____

Name on card: _____

Signature: _____



Dakin Humane Society
PO Box 6307
Springfield, MA 01101
www.dakinhumane.org

BUNDLE YOUR SPONSORSHIP

Ask us about maximizing your exposure by bundling your sponsorship.
*Receive **20% off** when you bundle your sponsorships for any three Dakin events*



Paws on the Town Sponsorship Levels

JUNE 22, 2021

June 22, 2021 Dakin Humane Society will host **Paws on the Town**, a Dine Around event. We are partnering with LOCAL restaurants, breweries and coffee shops to help LOCAL animals in need! Participating locations will donate a portion of their proceeds to Dakin Humane Society!

Sponsor deadline 5/1/2021

**Logo must be received by 5/8/2021*

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500	FRIEND \$250
Membership in the Leadership Society	Yes	Yes		
Placement on all event posters	Premier Logo	Logo	Name	
Placement on Table Tents/Dine Out Flyers	Premier Logo	Logo	Name	
Placement on Event Website	Premier Logo	Logo	Name	Name
Monthly Newsletter Mention	Premier Logo with external link	Logo	Name	Name
Event Emails	Premier Logo with external link	Logo	Name	Name
Sponsor posts on Main Facebook Page	2 exclusive	1 exclusive	1 combo	1 combo
Sponsor posts on Event Facebook Page	2 exclusive	1 exclusive	1 combo	1 combo

YES!

Sponsorship Response Form

Our business would like to support Dakin by becoming a sponsor!

Thank you for your support!

Please complete this form by **May 1, 2021** and mail to:

Kaitlyn Holloway, Dakin Humane Society, PO Box 6301, Springfield, MA 01101

For more information contact (413) 781-4000 x118 or email kholloway@dakinhumane.org

GENERAL INFORMATION

Company/Individual: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Facebook Page: _____

SPONSORSHIP LEVEL

YES! I want to support Dakin Humane Society and sponsor **Paws on the Town**

The most
impact!



Gold - \$2,500 **Silver - \$1,000** **Bronze - \$500** **Friend - \$250**

Name Listed As: _____

We love animals, but can't sponsor this year. We'd like to make a donation of:

\$100 \$75 \$50 Other: _____

PAYMENT INFORMATION

Check Enclosed # _____ Check to follow in mail

Card # _____ EXP: _____

Name on card: _____

Signature: _____



Dakin Humane Society
PO Box 6307
Springfield, MA 01101
www.dakinhumane.org

BUNDLE YOUR SPONSORSHIP

Ask us about maximizing your exposure by bundling your sponsorship.
*Receive **20% off** when you bundle your sponsorships for any three Dakin events*

Barks & Brews

at Fort Hill Brewery, Easthampton, MA

SEPTEMBER 19, 2021

Barks & Brews is an **outdoor, dog-friendly party** for humans and canines! Enjoy local vendors, ice cold beer, food trucks, dog-exclusive activities, Dakin merchandise, treats, and **more!** Take your BFF (human or canine) for an afternoon of **dogs, food, and fun.** Your company will receive **maximum exposure** to 650+ local animal lovers.

Limited capacity modifications planned for hybrid/virtual event if necessary for VIP ticket holders.

Sponsor deadline 6/1/2021

**Logo must be received 6/8/2021*



LEADER OF THE MUTTS - \$5,000

- Logo with link on Dakin's website for 1 year
- Membership in the Leadership Society
- 6 VIP tickets to Barks & Brews
- Sponsor recognition in press releases and event listings
- Premier logo placement with external link in email marketing
- Premier logo placement on event banner and posters
- Premier logo placement on event t-shirt
- 2 exclusive social media mentions on main facebook page and event page
- Vendor table at event (tent not included)

BREWMASTER - \$2,500

- Logo with link on Dakin's website for 1 year
- Membership in the Leadership Society
- 4 VIP tickets to Barks & Brews
- Sponsor recognition in press releases and event listings
- Logo placement with external link in email marketing
- Logo placement on event banner and posters
- Logo placement on event t-shirt
- 1 exclusive social media mentions on main facebook page and event page
- Vendor table at event (tent not included)

TOP DOG - \$1,000

- 2 VIP tickets to Barks & Brews
- Name included in event email marketing
- Name placement on event banner and posters
- Name placement on event t-shirt
- 1 combo social media mentions on main facebook page and event page
- Vendor table at event (tent not included)

PARTY PUP \$500

- 2 general tickets to Barks & Brews
- Name included in event email marketing
- 1 combo social media mentions on main facebook page and event page



IN-PERSON

with safety plan to modify to

**HYBRID OR
VIRTUAL**

VENDOR BOOTHS

\$250*

Do you have an animal-friendly product or service that would benefit from meeting more than 650 local animal lovers?

- Vendors will receive a 10'x10' outdoor space
- Vendors will receive a 6' x 2.5' table and two chairs. Vendor must provide tent if desired (recommended)
- Space is 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.

**Save on the vendor fee by pledging a minimum 10% of your proceeds at Barks & Brews to be donated to Dakin.*



YES!

Sponsorship Response Form

Our business would like to support Dakin by becoming a sponsor!

Thank you for your support!

Please complete this form by **June 1, 2021** and mail to:

Kaitlyn Holloway, Dakin Humane Society, PO Box 6301, Springfield, MA 01101

For more information contact (413) 781-4000 x118 or email kholloway@dakinhumane.org

GENERAL INFORMATION

Company/Individual: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Facebook Page: _____

SPONSORSHIP LEVEL

YES! I want to support Dakin Humane Society and sponsor **Barks & Brews**

The most
impact!



LEADER - \$5,000 **BREWMASTER - \$2,500** **TOP DOG - \$1,000**

PARTY PUP - \$500 **I'm interested in a vendor booth**

Name Listed As: _____

We love animals, but can't sponsor this year. We'd like to make a donation of:

\$100 \$75 \$50 Other: _____

PAYMENT INFORMATION

Check Enclosed # _____ Check to follow in mail

Card # _____ EXP: _____

Name on card: _____

Signature: _____



Dakin Humane Society
PO Box 6307
Springfield, MA 01101
www.dakinhumane.org

BUNDLE YOUR SPONSORSHIP

Ask us about maximizing your exposure by bundling your sponsorship.
*Receive **20% off** when you bundle your sponsorships for any three Dakin events*

YES!

Bundle Sponsorship Form

Our business would like to support Dakin by with **BUNDLE SPONSORSHIP**

GENERAL INFORMATION

Company/Individual: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Facebook Page: _____

SPONSORSHIP LEVELS



IN-PERSON

Dine Out option provides safer alternative if needed



IN-PERSON

with safety plan to modify to

HYBRID OR VIRTUAL

- | | | |
|---|--|--|
| <input type="checkbox"/> GOLD- \$2,500 | <input type="checkbox"/> TRAILBLAZER - \$1,000 | <input type="checkbox"/> LEADER OF THE MUTTS - \$5,000 |
| <input type="checkbox"/> SILVER - \$1,000 | <input type="checkbox"/> ADVENTURER - \$500 | <input type="checkbox"/> BREWMASTER - \$2,500 |
| <input type="checkbox"/> BRONZE- \$500 | <input type="checkbox"/> HAPPY CAT- \$250 | <input type="checkbox"/> TOP DOG - \$1,000 |
| <input type="checkbox"/> FRIEND \$250 | | <input type="checkbox"/> PARTY PUP - \$500 |

PAYMENT INFORMATION

Sponsorship Total: _____ **20% off when bundling three event sponsorships*

Check Enclosed # _____ Check to follow in mail

Card # _____ EXP: _____

Name on card: _____ Signature: _____



Bundle Sponsorship Deadline is 2/1/2021

Please mail to: Dakin Humane Society ATTN: Event Sponsorship P.O. Box 6307, Springfield, MA 01101 | Kaitlyn Holloway, Development & Events Coordinator (413) 781-4000 ext. 118 or kholloway@dakinhumane.org