



DAKIN HUMANE SOCIETY

SPONSORSHIP



OPPORTUNITIES

2022



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.



\$705

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



44,400



8,000



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



Sponsor deadline 3/15/2022

**Logos and digital ads due 3/20/2022*



Will Run For Cookies! 5k

Sponsorship Levels

Sunday, May 15, 2022

The reimagined Dakin 5K (2K walk) will be held at Stanley Park in Westfield. This event is open to both human and canine cookie lovers. In 2019, over 550 registered participants joined Dakin's 5k and enjoyed after-race activities- including, race awards and local vendors. As a sponsor, you'll enjoy maximum exposure in this extra sweet event that benefits animals in need and the people who love them.



Banner ad in event emails (560 x 160 px)	Yes			
Opportunity for Early Bib Pick Up at Business*	Yes			
Exclusive Sponsor 2 Weekly Challenges	Yes			
Membership in the Leadership Society	Yes	Yes		
Large supporter poster to display at your business	Yes	Yes		
Banner displayed for 1 month on-site at Dakin	Premier Logo	Logo	Name	
Sponsor banner at event (provided by sponsor)	Yes	Yes	Yes	
Event Registration (includes t-shirt)	8 Registrations	4 Registrations	2 Registrations	
Event Website Recognition	Premier Logo with external link	Logo	Name	Name
T-Shirt Recognition	Premier Logo	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
Expo Space 6' table (no tent provided)	Yes	Yes	Yes	Yes

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 15, 2022** 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 **Will Run For Cookies! 5k**

The most
impact!



Leader of the Pack

\$2,500

Trailblazer

\$1,000

Adventurer

\$500

Buddy

\$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



Sponsor deadline 6/1/2022

**Logos and digital ads due 6/8/2022*



Barks & Brews

Sponsorship Levels

Sunday, September 18, 2022

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.



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

VENDOR BOOTHS

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.

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, 2022** 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: _____

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Sponsor deadline 9/1/2022

***Logo must be received 9/8/2022**



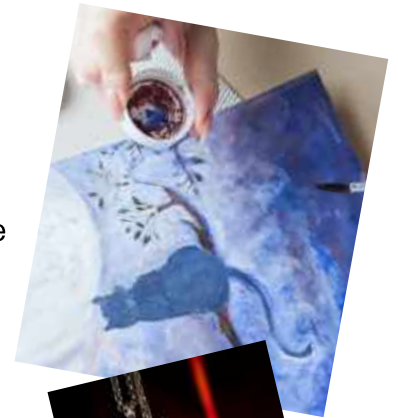
Whisker Wonderland Sponsorship Levels

Saturday, November 12, 2022

Come walk in a whisker wonderland with vendors and cat-centric crafts at The Cedars in Springfield, MA. This holiday event will attract pet-lovers across Western Massachusetts and Northern Connecticut. With a focus on gifts that are inspired by our feline friends, Dakin's unique Whisker Wonderland event is bound to become a holiday tradition.

PLATINUM PAW - \$2,500

- Cat naming rights for 2 adoptable cats (or small animals)
- Logo with link on Dakin's website for 1 year
- Membership in the Leadership Society
- Banner ad in event emails 560 x160px
- Logo on event banner displayed at event
- Sponsor recognition in press releases and event listings
- Premier logo placement with external link in email marketing
- 2 exclusive social media mentions on main facebook page and event page



GOLD PAW - \$1,000

- Cat naming rights for 1 adoptable cat (or small animal)
- Logo with link on Dakin's website for 1 year
- Membership in the Leadership Society
- Sponsor recognition in press releases and event listings
- Logo on event banner displayed at event
- Logo placement with external link in email marketing
- 1 exclusive social media mentions on main facebook page and event page

SILVER PAW - \$500

- Name included in event email marketing
- Name on banner displayed at event
- Name placement on event banner and posters
- 1 combo social media mentions on main facebook page and event page

COOL CAT \$250

- Name included in event email marketing
- 1 combo social media mentions on main facebook page and event page

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 **September 1, 2022** 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 **Whisker Wonderland**

The most
impact!



Platinum Paw

\$2,500

Gold Paw

\$1,000

Silver Paw

\$500

Cool 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: _____

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