



# DAKIN HUMANE SOCIETY

# SPONSORSHIP OPPORTUNITIES



# 2024



# 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 veterinary services through our Pet Health Center, accessible spay/neuter clinics, a Pet Food Aid Program, pet loss support groups, a trap/neuter/return program for feral cats (Kitten Street Team), adoption program, **and so much more!**

## MEDIA REACH & 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**  
**1.8M**  
annual visits



### What's Shakin' at Dakin (monthly e-newsletter)

Dakin's monthly e-newsletter reaches over **15,000** people who opt in to receive Dakin news and updates.



### Inside Dakin (quarterly print publication)

Targeted to donors, Inside Dakin is mailed to **4,500-5,000** people on a quarterly basis



**Clients**  
**20,000**  
animals helped/year



**48,000**



**10,600**

**Sponsor deadline 3/15/2024**

*\*Logos and digital ads due 3/20/2024*



# Will Run for Cookies 5k

## Sponsorship Levels

Saturday, May 18, 2024

Dakin's 5K run and 2K walk is held at Stanley Park in Westfield. This event is open to both human and canine cookie lovers. In 2023, more than 360 people participated in the race. As a sponsor, you'll enjoy maximum exposure in this extra sweet event that benefits animals in need and the people who love them.



### LEADER OF THE PACK - \$5,000

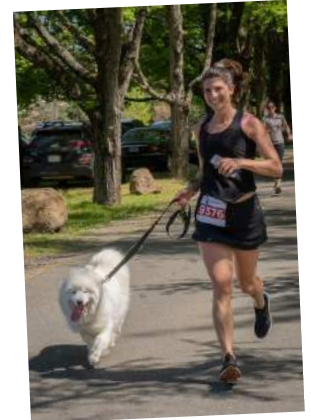
**1 Available**

- Naming Rights for the Cookie Booth
- Logo on Mile Marker signs along 5k route
- Company banner at event (provided by sponsor)
- Premier logo recognition on Sponsor Banner, race shirt, and event webpage
- 10 event registrations including race shirt
- Logo with external link on Dakin webpage for 1 year (ending May 1, 2025)
- 2 exclusive sponsor posts on main Dakin Facebook page
- Invitation for 2 to Leadership Society events
- Expo space 6' table (no tent included) *\*Sales of product prohibited due to venue regulation*



### TRAILBLAZER - \$2,500

- Company banner at event (provided by sponsor)
- Premium logo recognition on Sponsor Banner, race shirt, and event webpage
- 6 event registrations including race shirt
- Logo with external link on Dakin webpage for 1 year (ending May 1, 2025)
- 1 exclusive sponsor posts on main Dakin facebook page
- Invitation for 2 to Leadership Society events
- Expo space 6' table (no tent included) *\*Sales of product prohibited due to venue regulation*



### ADVENTURER - \$1,000

- Logo recognition on Sponsor Banner, race shirt, and event webpage
- 4 event registrations including race shirt
- 1 combo sponsor post on main Dakin facebook page
- Invitation for 2 to Leadership Society events
- Expo space 6' table (no tent included) *\*Sales of product prohibited due to venue regulation*



### BUDDY - \$500

- Logo recognition on Sponsor Banner, race shirt, and event webpage
- Expo space 6' table (no tent included) *\*Sales of product prohibited due to venue regulation*

# Sponsor deadline 8/1/2024

\*Logos and digital ads due 8/8/2024



# Barks & Brews

## Sponsorship Levels

### Sunday, October 6, 2024

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\* **Only 3 Available!**

- Naming Rights for Costume Contest, Hot Dog Eating Contest, or Talent Show (first-come, first-choice)
- Ability to have representative announce winners of chosen Contest (hot dog eating contest will be for waive announcements)
- Logo with link on Dakin's website for 1 year
- 8 VIP tickets to Barks & Brews
- Sponsor recognition in press releases and event listings
- Premier logo placement in email marketing (with external link), on event banner, event posters, and event t-shirt
- 2 exclusive social media mentions on main facebook page and event page
- Vendor table at event (tent not included)
- Invitation for 2 to Leadership Society events



## BREWMASTER - \$2,500

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



## TOP DOG - \$1,000

- Logo recognition as a sponsor in one of our Inside Dakin print newsletters
- 4 VIP tickets
- Name in event email marketing, event banner, event posters, and 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 VIP tickets
- 1 combo social media mentions on main facebook page and event page
- Vendor table at event (tent not included)







# Business Partnership Sponsorship One Month 2024

Promote your business, support animals and make a positive impact in our local community. Our business partners enjoy one month of visibility as a business partner. Only one business will be selected for each month of the year.

**Only 12 available per year!**

## **\$750 - Partner Benefits**

- E-Newsletter What's Shakin' at Dakin: Recognition in our monthly e-newsletter as the monthly sponsor partner with logo and external link to website
- Bring staff to Dakin for a photoshoot with animals or an outdoor walk with one of our dogs (*subject to animal availability*)
- Social media: Recognition as the month's sponsor of the Spay/Neuter Clinic Patient of the Week (weekly post)
- Invitation for 2 to Leadership Society events



**YES!**

# Sponsorship Response Form

Our business would like to support Dakin with a sponsorship!

## GENERAL INFORMATION

Company/Individual: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

### WILL RUN FOR COOKIES 5K

*Sponsor Deadline March 15, 2024*

- LEADER OF THE PACK- \$5,000
- TRAILBLAZER - \$2,500
- ADVENTURER- \$1,000
- BUDDY - \$500

### BARKS & BREWS

*Sponsor Deadline August 1, 2024*

- LEADER OF THE MUTTS- \$5,000
- BREWMASTER - \$2,500
- TOP DOG- \$1,000
- PARTY PUP - \$500

### WHISKER WONDERLAND

*Sponsor Deadline September 1, 2024*

- PLATINUM PAW- \$1,000
- GOLD PAW - \$500
- SILVER PAW- \$250
- COOL CAT- \$100

### 2024 BUSINESS PARTNER

*FOR A MONTH*

- ONE MONTH- \$750

Preferred month\* \_\_\_\_\_

*\*Must receive minimum 2 months ahead of sponsored month. Preferred month not guaranteed*

## PAYMENT INFORMATION

- CHECK  
*Make checks payable to  
Dakin Humane Society*

- SCAN FOR CREDIT  
CARD



### EARLY BIRD COMBO OFFER: SPONSOR AND SAVE 10%

*Mail in this form and pledge to sponsor both **Will Run for Cookies 5k and Barks & Brews** to receive 10% off your sponsorship total.*

OFFER VALID UNTIL MARCH 1, 2024

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