



DAWG GONE WALK
Brown County Humane Society

2019 Sponsorship Packet



The Brown County Humane Society (BCHS) is excited to announce our **17th Annual Dawg Gone Walk & Fiesta** coming up on Sunday, May 19, 2019. The Dawg Walk is a fun-filled day where pets and owners alike enjoy contests, games, demonstrations and a ceremonial walk around the beautiful Deer Run Park in Nashville.

This is your opportunity to show your support of the critical mission of the BCHS and the over 700 animals we serve each year. Last year, the Walk raised nearly \$30,000 and approximately 100 dogs and 200 people attended. This year our goal is to raise \$33,000. That is the cost of running the shelter for just one month. Your sponsorship donation is critical in helping us meet this goal.

Unlike some animal welfare organizations, we are not a county agency and do not receive funds from national humane organizations. We must raise every bit of operational funds each year to run the shelter. All proceeds from this event go directly to house, feed and care for the homeless pets in Brown County.

Can the animals count on you this year? The enclosed information describes the levels and benefits of your sponsorship. This event is a unique and effective marketing opportunity. Our sponsorship opportunities allow for different levels of visibility for your company, both prior to and during the event. However you choose to support the Dawg Gone Walk & Fiesta, your contribution will give each homeless pet a second chance to find a loving home.

The majority of the proceeds from this event come from the generosity of our sponsors. To continue to be a success, we must always be recruiting new sponsors to help us hold this fantastic event.

I would truly appreciate your continued support to the BCHS and the 2019 Dawg Gone Walk and Fiesta.

Sincerely,

Megan Gushwa

Megan Gushwa
Dawg Gone Walk & Fiesta 2019
Brown County Humane Society



Dawg Gone Walk & Fiesta Sponsorship Benefits

Sponsorship Benefit	Silver \$100-249	Gold \$250-499	Platinum \$500-999	Corporate \$1,000 +
One free voucher for your dog to attend this year's event				
Recognition on signage in merchandise tent on the day of the event	 Name listed	 Name listed	 Name listed	 Logo displayed
Recognition on our website www.bchumane.org	 Name listed	 Name listed	 Name listed	 Logo displayed
Recognition in the Goody Bag insert material	 Name listed	 Name listed	 Name listed	 Logo displayed
Free day-of vendor booth space				
Custom photo frame recognizing your support				
Professional award plaque to display in business or office showing support				
Logo used on day-of event banners and all promotional event materials* <i>Displayed at nearly 100 businesses for month leading up to event</i>				
Business featured on BCHS social media in week prior to event <i>BCHS Facebook page reaches over 10,000 people</i>				
One-minute promotional opportunity during event that will be heard by all attendees <i>Promo script must be provided by sponsor prior to event or company rep must be present day-of.</i>				

**Corporate sponsorship must be received by March 8th to be featured in promotional event materials*

Questions? Please contact Megan Gushwa, Development Manager at
(317) 946-8235 or fundbchs@gmail.com

2019 Dawg Gone Walk & Fiesta Sponsorship Form

I want to help the animals in need at the following level:

<input type="checkbox"/>	Corporate	\$1,000 and above	<input type="checkbox"/>	Platinum	\$500 - \$999
<input type="checkbox"/>	Gold	\$250 - \$499	<input type="checkbox"/>	Silver	\$100 - \$249

Business/Individual Name: _____

Address: _____

Phone: _____ Email: _____

Contact Person: _____

Will you be providing a business card or promotional item for goody bags? *We will need 125 of your item to cover all goody bags for the event.* Yes___ No___

If yes, what item will you be providing? _____

Will your business be utilizing the free vendor space that comes with your sponsorship?

Yes _____ No _____

Corporate

Yes, I will provide my logo to use on event banners and promotional event material

Yes, I want my business featured on BCHS social media prior to the event

Yes, I will provide a 1-minute script to promote my business at the event or a representative will be present to give our promotion

Yes, I want a plaque to display my support

Yes, I want a custom photo frame and t-shirt recognizing my support

Platinum

Yes, I want a plaque to display my support

Yes, I want a custom photo frame and t-shirt recognizing my support

Gold

Yes, I want a custom photo frame recognizing my support

(Corporate sponsorships must be received by March 8, 2019 for promotional materials. All other sponsorships must be received by April 1, 2019)

Send completed form and payment to:

Brown County Humane Society, ATTN: Dawg Gone Walk

PO Box 746, Nashville, IN 47448