



2020 Sponsorship Packet



The Brown County Humane Society (BCHS) is excited to announce our **18th Annual Dawg Gone Walk & Fiesta** has been rescheduled for Sunday, October 11, 2020. 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 \$30,000 and approximately 120 dogs and 200 people attended. This year our goal is to raise \$34,000. 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 support to the BCHS and the 2020 Dawg Gone Walk and Fiesta.

Sincerely,

Megan Gushwa

Megan Gushwa
Dawg Gone Walk & Fiesta 2020
Brown County Humane Society



Dawg Gone Walk & Fiesta Sponsorship Benefits

Sponsorship Benefit	Bronze \$100-249	Silver \$250-499	Gold \$500-999	Platinum \$1,000-1,999	Diamond \$2,000+
One free voucher for your dog to attend this year's event					
Recognition on signage displayed on the day of the event	 Name listed	 Name listed	 Name listed	 Logo displayed	 Logo displayed
Recognition on our website www.bchumane.org	 Name listed	 Name listed	 Name listed	 Logo displayed	 Logo displayed
Recognition in the Goody Bag insert material	 Name listed	 Name listed	 Name listed	 Logo displayed	 Logo displayed
Free day-of vendor booth space					
Custom photo frame					
Professional award plaque to display in business or office					
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>Our reach is over 11,000 people</i>					
One-minute promotional opportunity during event that will be heard by all attendees <i>Script must be provided prior to event or rep must be present day-of.</i>					
Exclusive sponsorship right to one game during event. <i>Limited first-come, first-choice to first 6 paid sponsors at this level</i>					

**Corporate sponsorship must be received by July 31st to be featured in printed promotional materials*

Questions? Please contact Megan Gushwa, Community Relations Manager at
(317) 946-8235 or volunteer@bchumane.org

2020 Dawg Gone Walk & Fiesta Sponsorship Form

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

Diamond \$2,000+ Platinum \$1,000-\$1,999 Gold \$500 - \$999
 Silver \$250 - \$499 Bronze \$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. Must be received by Sept. 25th.* 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 _____

Diamond and Platinum

- 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

Gold

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

Silver

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

(Diamond and platinum sponsorships must be received by July 31 to be included in printed promotional materials. Final deadline for all sponsorship is September 18)

Credit card payment can be completed at <http://www.bchumane.org/donate-now-save-life/>. Please indicate "Dawg Walk Sponsorship" in note box and email completed sponsorship form to volunteer@bchumane.org

Checks payable to Brown County Humane Society with completed form can be mailed to:
Brown County Humane Society, ATTN: Dawg Gone Walk, PO Box 746, Nashville, IN 47448