



DAWG GONE WALK
Brown County Humane Society

2021 Sponsorship Packet



February 15, 2021

The Brown County Humane Society (BCHS) is excited to announce our **19th Annual Dawg Gone Walk & Fiesta** has been scheduled for Sunday, May 16, 2021. 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 \$33,000 and approximately 130 dogs and over 200 people attended. This year our goal is to raise \$35,000. 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.

Over 80% 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 2021 Dawg Gone Walk and Fiesta.

Sincerely,

Megan Gushwa

Megan Gushwa
Dawg Gone Walk & Fiesta 2021
Brown County Humane Society

P.S. We will be working closely with our local health department to ensure a safe event. At this point we anticipate an outside event on May 16th will be prudent. However, if the situation with the COVID-19 pandemic does not allow for the Dawg Walk to take place safely in May, we will move it to the fall, as we did last year. Your full sponsorship will transfer to the reschedule date.



Dawg Gone Walk & Fiesta Sponsorship Benefits

| Sponsor Level | Included Benefits |
|---|---|
| Bronze \$100 - \$249 | <ul style="list-style-type: none"> • One free voucher for your dog to attend this year's event • Name listed on signage displayed on the day of the event • Name listed on BCHS website • Name listed in the Goody Bag insert material • Free day-of vendor booth space |
| Silver \$250 - \$499 | All of the above <i>PLUS</i> <ul style="list-style-type: none"> • Custom photo frame |
| Gold \$500 - \$999 | All of the above <i>PLUS</i> <ul style="list-style-type: none"> • Professional award plaque to display in business or office • Dawg Walk exclusive t-shirt |
| Platinum \$1,000 and above | All of the above <i>PLUS</i> <ul style="list-style-type: none"> • Logo displayed on BCHS website • Logo displayed in the Goody Bag insert material • 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 12,000 people</i>) |

**Platinum sponsorship must be received by March 5 to be featured in printed promotional materials*

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

2021 Dawg Gone Walk & Fiesta Sponsorship Form

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

_____ Platinum \$1,000+

_____ 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 April 30th.* 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 _____

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 want a plaque to display my support

_____ Yes, I want a Dawg Walk exclusive t-shirt (Circle one: S M L XL XXL)

_____ Yes, I want a custom photo frame

Gold

_____ Yes, I want a plaque to display my support

_____ Yes, I want a Dawg Walk exclusive t-shirt (Circle one: S M L XL XXL)

_____ Yes, I want a custom photo frame

Silver

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

*(Platinum sponsorships must be received by March 5th to be included in printed promotional materials.
Final deadline for all sponsorship is May 7th)*

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