

Dear Potential Mutt March Sponsor,

The Humane Society of the Treasure Coast hosts several events throughout the year, but this is surely one you won't want to miss!

The 18<sup>th</sup> annual 'Mutt March' will take place on **Saturday, March 27<sup>th</sup>** at Memorial Park in downtown Stuart. Mutt March is our largest community fundraiser where children and families, adults of all ages and their dogs come together to support the HSTC. Activities typically include a 5k race, Doggie Lure Course, Mini Derby Races, Vendor Market, Kids' Corner, Pet Photo Booth, Costume Contest and so much more.

This year, due to the COVID-19 pandemic and the need to practice social distancing, the physical event will be limited to a 5k, 10k and doggie dash with staggered start times, but we invite you to join us online where we will also have a Virtual Vendor Market with a variety of steals and deals for you and your four-legged friend!

Proceeds from this event help provide safe shelter, food and veterinary care for the more than 6,000 abused, abandoned and neglected animals that come through our doors annually. Funds raised also help support our community outreach programs, such as the award winning 'Paws to Read' literacy program.

**The success of our shelter and our programs depend entirely upon community support.** We're not affiliated with any other humane society, nor funded by the Humane Society of the United States. Therefore, we need your help in achieving our mission: to *provide compassionate care and nurture the bond between people and pets.*

**We hope that you see our sponsorship opportunities as a "partnership"** and a mutually beneficial relationship for both parties.

**We want to work with you** as we develop a strategic marketing plan to meet your expectations while remaining within your annual budget.

**We appreciate your consideration** and your support for our community. We look forward to partnering with you soon.

Thank you for being a friend to the animals!

Sincerely,

**Courtney Zanetti**

*Director of Community Outreach*

Humane Society of the Treasure Coast

P | (772) 600-3211 E | [czanetti@hstc1.org](mailto:czanetti@hstc1.org)



## EVENT INFORMATION

### EVENT LOCATION:

**When:** Saturday, March 27, 2021

**Time:** 7:00 a.m. –2:00 p.m.

**Where:** 5k & 10k at Memorial Park, Stuart, FL

[www.hstc1.org/muttmarch](http://www.hstc1.org/muttmarch)

### EVENT OVERVIEW:

The annual 'Mutt March' is our largest attended community fundraiser that combines interactive activities for pets (and their people) while also serving as the perfect platform for businesses to connect with potential clients face-to-face in a fun and spirited atmosphere. Funds raised help support the pet adoption program, low cost spay/neuter surgical program, a multitude of humane education programs and our lifesaving Emergency Medical Fund. All combined, these programs have continued to allow us to provide life-saving care and essential services to more than 6,000 animals each year.

### 2020 AUDIENCE PROFILE:

- Active, compassionate and fun loving animal enthusiasts
- Suitable for people of all ages, including families with children, professionals and retirees
- Socially conscientious business owners and organizations
- Major donors, community and civic leaders

### 2021 EVENT FEATURES:

- Blessing of the Animals
- Timed 5K, 10k Race
- FREE Doggie Dash
- Tips From the Trainer
- Virtual Canine Costume Contest
- Virtual Vendor Market
- Silent Auction

### 2021 EVENT PROMOTION:

- Event flyers mailed to more than 1,000 existing HSTC supporters
- Electronic Billboard ad at Kanner Highway and Monterey Road in Stuart
- Stuart News, Luminaries and *Wagging Tales* magazine
- HSTC Facebook with more than 23,000 followers
- HSTC website and eblasts
- Chamber e-blasts; Stuart/Martin, Hobe Sound, Jensen Beach and Palm City
- Stuart/Martin Chamber and TCPalm digital banner ad



## SPONSORSHIP OPPORTUNITIES

### Leader of the Pack- Presenting Sponsor \$20,000

- Recognition as “Presenting Sponsor for Mutt March 2021” in all advertising vehicles
- Business name displayed on shelter’s marquee promoting Mutt March
- Business logo on event flyer
- Business logo on two (2) event banners
- Business logo and listing in event program
- Business logo on Mutt March T-Shirts (commit by March 12)
- Exclusive vendor booth space at event (includes table, tent and chairs)
- Invitation to lead the 5k, 10k and/or doggie dash
- Company marketing material included in event race registration packets (provided by sponsor)
- Live company shout-out during event
- Business logo with hyperlink displayed on Mutt March event website
- Business logo with hyperlink on home page of HSTC website for one (1) year (corporate sponsors only)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (corporate sponsors only)
- Two (2) company banners displayed at Mutt March (provided by sponsor)
- Two (2) Tickets to attend the Paws & Claws Gala (March 6, 2021)
- Two (2) Invitations to the annual ‘Sponsor & Donor Appreciation Evening’
- Coordination of one (1) mobile adoption event at place of business to include social media promotion
- 8x8 Brick Paver in Memorial Garden at HSTC shelter
- Business featured in ‘Sponsor Spotlight’ article in (1) issue of *Wagging Tales*
- Business Logo displayed on HSTC monthly e-blasts
- Twelve (12) features in exclusive, weekend sponsor segment on Facebook
- Business listing in event press release & media advisory
- Event sponsor recognition on social media platforms, reaching over 23,000 followers!
- Sponsor recognition to include business logo with full bio and hyperlink in all event e-blasts
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)
- Recognized as an annual sponsor in end-of-year annual impact report for 2020-2021



## Best Friend Sponsor \$10,000

- Recognition as “Sponsored by...” the special segment of your choosing for the Mutt March (race sponsor, stage sponsor, t-shirt sponsor, etc.)
- Business logo on event flyer
- Business logo on two (2) event banners
- Business logo and listing in event program
- Business logo on Mutt March T-Shirts (commit by March 12)
- Company marketing material included in event race registration packets (provided by sponsor)
- Live company shout-out during event
- Business logo with hyperlink displayed on Mutt March event website
- Business logo with hyperlink on home page of HSTC website for one (1) year (corporate sponsors only)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (corporate sponsors only)
- Two (2) company banners displayed at Mutt March (provided by sponsor)
- Two (2) Tickets to attend the Paws & Claws Gala (March 6, 2021)
- Two (2) Invitations to the annual ‘Sponsor & Donor Appreciation Evening’
- Coordination of one (1) mobile adoption event at place of business to include social media promotion
- Twelve (12) features in exclusive, weekend sponsor segment on Facebook
- Business listing in event press release & media advisory
- Event sponsor recognition on social media platforms, reaching over 23,000 followers!
- Sponsor recognition to include business logo with full bio and hyperlink in all event e-blasts
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)
- Recognized as an annual sponsor in end-of-year annual impact report for 2020-2021



## Big Dog Sponsor \$5,000

- Business logo on event flyer
- Business logo on two (2) event banners
- Business logo and listing in event program
- Business logo on Mutt March T-Shirts (commit by March 12)
- Company marketing material included in event race registration packets (provided by sponsor)
- Live company shout-out during event
- Business logo with hyperlink displayed on Mutt March event website
- Business logo with hyperlink on home page of HSTC website for six (6) months (corporate sponsors only)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (corporate sponsors only)
- One (1) company banner displayed at Mutt March (provided by sponsor)
- Two (2) Invitations to the annual ‘Sponsor & Donor Appreciation Evening’
- Quarterly (4) features in exclusive, weekend sponsor segment on Facebook
- Business listing in event press release & media advisory
- Event sponsor recognition on social media platforms, reaching over 23,000 followers!
- Sponsor Recognition to include business logo with byline and hyperlink in all event e-blasts
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

## Purrfect Patron Sponsor \$1,000

- Business logo on event flyer
- Business logo and listing in event program
- Business logo on Mutt March T-Shirts (commit by March 12)
- Company marketing material included in event race registration packets (provided by sponsor)
- Live company shout-out during event
- Business logo with hyperlink displayed on Mutt March event website
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (corporate sponsors only)
- One (1) company banner displayed at Mutt March (provided by sponsor)
- Business listing in event press release & media advisory
- Event sponsor recognition on social media platforms, reaching over 23,000 followers!
- Sponsor Recognition to include business listing with hyperlink in all event eblasts
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

## True Companion Sponsor \$500

- Business listing with hyperlink on Mutt March Website
- Business listing in event program
- Company marketing material included in event race registration packets (provided by sponsor)
- Business listing in event press release & media advisory
- Event sponsor recognition on social media platforms, reaching over 23,000 followers!
- Sponsor Recognition in all event eblasts
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

## Mutt March Virtual Vendor \$50

- Business tagged & recognized in virtual vendor market promotion on social media platforms
- Business listed with hyperlink in virtual vendor market eblast
- Virtual vendor recognition in *Wagging Tales* magazine

# UNDERWRITING OPPORTUNITIES

## 5K Water Station Underwriter \$50

- Business listing with hyperlink on Mutt March Website
- Business listing in event program
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

### Requirements:

The Mutt March 5k, 10k and doggie dash will begin at 8:00 am. We ask that you are set-up no later than 7:30 a.m. and stay until 11:00 a.m. Please provide (250) small 8oz bottles of water, or jugs of water that your team can use to fill small cups. We also ask that you help up make sure that there is no trash left behind after the race. The water station is located at the intersection of SE Amerigo Avenue and SE Osceola Street.

**Individual Donors may wish to help underwrite portions of the event. Please contact:**

Taylor Gilmour, Donor Relations Manager, P | 772-600-3212 E| [tgilmour@hstc1.org](mailto:tgilmour@hstc1.org)

# Humane Society of the Treasure Coast 2021 MUTT MARCH & 5k SPONSORSHIP AGREEMENT



## CONTACT INFORMATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

## BILLING INFORMATION (IF DIFFERENT THAN ABOVE)

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

## LEVEL OF SPONSORSHIP

- Presenting Sponsor: \$20,000
- Best Friend: \$10,000
- Big Dog: \$5,000
- Purrfect Patron: \$1,000
- True Companion: \$500
- Virtual Vendor: \$50
- Water Station Underwriter \$50

## PAYMENT INFORMATION

- Check enclosed # \_\_\_\_\_
- Pledge Gift
- Credit Card
- Payment Installments (**levels of \$1,500 or more only**)

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_ CVC: \_\_\_\_

Signature: \_\_\_\_\_

**Please mail completed form with your tax-deductible gift to:**  
Humane Society of the Treasure Coast (HSTC)  
Attn: Courtney Zanetti  
4100 SW Leighton Farm Ave. Palm City, FL. 34990

**Your donation is tax deductible.  
You will receive an acknowledgement letter for your contribution upon receipt.  
Our Federal Tax ID is 59-0774235**