



**humane society**  
*of Southern Wisconsin*

# 2022 corporate event sponsorship



**PLEASE CHECK YOUR DESIRED SPONSORSHIP LEVEL**

Select a package or individual event sponsorship(s).

## sponsorship packages

### **Pack Leader | \$13,000**

- Title Sponsor of Woofstock, Dog Walk, and Mutts & Martinis
- Logo included on March Kitten Madness bracket, wish list, and media advertising
- 8 ads in 2023 Cutest Pet Calendar and media advertising
- Secured spot as a Superhero and 5 hero incentives

### **Animal Advocate | \$6,500**

- Entertainment Sponsor at Woofstock
- Dinner Sponsor at Mutts & Martinis
- Logo included on March Kitten Madness, wish list, and media advertising
- 6 ads in 2023 Cutest Pet Calendar and media advertising
- Secured spot as a Superhero and 4 hero incentives

### **Pet Partner | \$5,000**

- Beer Garden or Food Truck Sponsor at Woofstock
- Cocktail Sponsor at Mutts & Martinis
- Logo included on March Kitten Madness media advertising
- 4 ads in 2023 Cutest Pet Calendar and media advertising
- Secured spot as a Superhero and 3 hero incentives

### **Furry Family Friend | \$2,500**

- Vendor Sponsor at Woofstock
- Route Sponsor at Dog Walk
- Table or Silent & Live Auction Sponsor at Mutts & Martinis
- Logo included on March Kitten Madness email and website media advertising
- 2 ads in 2023 Cutest Pet Calendar and media advertising
- Secured spot as a Superhero and 2 hero incentives

# individual event sponsorships

## March Kitten Madness

- □ **\$1,000** Logo included on March Kitten Madness bracket, wish list, and media advertising
  - □ **\$500** Logo included on March Kitten Madness media advertising
  - □ **\$750** Logo included on March Kitten Madness wish list and media advertising
  - □ **\$250** Logo included on March Kitten Madness email and website media advertising
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## Cutest Pet Contest and Calendar

- □ **\$1,000** 8 ads in 2023 Cutest Pet Calendar and media advertising
  - □ **\$500** 4 ads in 2023 Cutest Pet Calendar and media advertising
  - □ **\$750** 6 ads in 2023 Cutest Pet Calendar and media advertising
  - □ **\$250** 2 ads in 2023 Cutest Pet Calendar and media advertising
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## Woofstock Music Festival

- □ **\$5,000 TITLE SPONSOR**
  - Name and logo appears exclusively in event title + all ads and promotions
  - Logo appears on HSSW website homepage
  - Curated Facebook post highlighting business
  - Business spotlight in event e-blast
  - Logo on website event page
  - Business name listed on HSSW website event page
  - Business tagged on Facebook event page
  - 15 tickets to event
  - 'Thank You' on all event signage
- □ **\$2,500 ENTERTAINMENT SPONSOR**
  - Logo appears on HSSW website homepage
  - Curated Facebook post highlighting business
  - Business spotlight in event e-blast
  - Logo on website event page
  - Business name listed on HSSW website event page
  - Business tagged on Facebook event page
  - 10 tickets to event
  - 'Thank You' by music stage

# individual event sponsorships

## Woofstock Music Festival continued

### ▣ □ **\$2,000 BEER GARDEN SPONSOR**

- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 8 tickets to event
- 'Thank You' at beer garden

### □ **\$1,500 REGISTRATION AND WELCOME AREA SPONSOR**

- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 6 tickets to event
- 'Thank You' at guest registration and welcome areas

### □ **\$500 EVENT PROGRAM AND MAP SPONSOR**

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 tickets to event
- Logo included on event program & map

### ▣ □ **\$2,000 FOOD TRUCK AREA SPONSOR**

- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 8 tickets to event
- 'Thank You' at food truck area

### ■ □ **\$1,000 VENDOR AREA SPONSOR**

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 4 tickets to event
- 'Thank You' at vendor area

### □ **\$750 EVENT T-SHIRT SPONSOR**

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 3 tickets to event
- Logo included on event t-shirts

# individual event sponsorships

## Dog Walk

### ■ □ \$1,000 TITLE SPONSOR

- Name and logo appears exclusively in event title + all ads and promotions
- Logo appears on HSSW website homepage
- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 4 registrations with T-shirts
- 'Thank You' on all event signage

### ■ □ \$350 ROUTE SPONSOR

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 registrations with T-shirts
- 'Thank You' on route

### □ \$250 REFRESHMENTS SPONSOR

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 registrations with T-shirts
- 'Thank You' at refreshment table

### □ \$750 REGISTRATION AREA SPONSOR

- Logo appears on HSSW website homepage
- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 registrations with T-shirts

### □ \$500 T-SHIRT SPONSOR

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 registrations with T-shirts
- Logo included on event t-shirts

### □ \$300 RAFFLE AREA SPONSOR

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 registrations with T-shirts
- 'Thank You' at raffle table

# individual event sponsorships

## Mutts & Martinis

### ■ □ \$5,000 TITLE SPONSOR

- Name and logo appears exclusively in event title + all ads and promotions
- Logo appears on HSSW website homepage
- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 15 tickets to event
- 'Thank You' on all event signage

### ■ □ \$2,000 COCKTAIL SPONSOR

- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 8 tickets to event
- 'Thank You' on bar and bar menu

### ■ □ \$1,000 TABLE SPONSOR

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 4 tickets to event
- 'Thank You' at dinner table

### ■ □ \$2,500 DINNER SPONSOR

- Logo appears on HSSW website homepage
- Curated Facebook post highlighting business
- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 10 tickets to event
- 'Thank You' on dinner table

### ■ □ \$1,500 GUEST RECEPTION AREA SPONSOR

- Business spotlight in event e-blast
- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 6 tickets to event
- 'Thank You' at reception table

### ■ □ \$1,000 SILENT AND LIVE AUCTION SPONSOR

- Logo on website event page
- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 4 tickets to event
- 'Thank You' at auction table

# individual event sponsorships

## Mutts & Martinis continued

### \$750 WINE PULL SPONSOR

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 3 tickets to event
- 'Thank You' at wine pull

### \$500 TASTINGS SPONSOR

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 tickets to event
- 'Thank You' at tasting table

### \$500 MUSIC SPONSOR

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 2 tickets to event
- 'Thank You' by music performer

### \$250 DESSERT SPONSOR

- Business name listed on HSSW website event page
- Business tagged on Facebook event page
- 1 ticket to event
- 'Thank You' at dessert table

## To The Rescue

- **\$1,000** Secure your Spot as a Superhero and earn 5 hero incentives
- **\$500** Secure your Spot as a Superhero and earn 3 hero incentives

- **\$750** Secure your Spot as a Superhero and earn 4 hero incentives
- **\$250** Secure your Spot as a Superhero and earn 2 hero incentives

**ALL PAYMENTS CAN BE MADE TO HUMANE SOCIETY OF SOUTHERN WISCONSIN**

Company Name: \_\_\_\_\_

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

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

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

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

**Thank you for helping save and serve over 5,000 pets in Southern Wisconsin each year!**

[www.PetsGoHome.org](http://www.PetsGoHome.org)