



## “Annual MHS Gala” Sponsorship Opportunities



### Our Mission:

“To protect and nurture companion animals and enrich the lives of people who love them.”



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# Premier Sponsorship Opportunity

## “Annual MHS Gala” September 17, 2021

### 13th Anniversary

Enjoyed by over 500 guests, this evening among the animals is truly one-of-a-kind, raising well over \$135,000 of much needed revenue for the Midlands Humane Society, a local 501(c)3 non-profit.


After a delightful dinner, guests can be part of the action with live and silent auctions. Rest assured, all guests will have ample opportunities for amazing animal interactions. And...you never know, you may just meet your new ‘rescue’ pet!

#### PRESENTING PAW Sponsor - \$15,000

(Limited to one community partner per year)


- **EXCLUSIVE Presenting Paw Sponsor recognition for the MHS Gala.**
- 3 tables with premier stage-side locations (\*30 seats) at the MHS Gala.
- Dedicated area at event to showcase your business products/services, giveaways, marketing items and the opportunity to place company materials at each guest table (if applicable).
- A representative of your choosing will be given the opportunity to speak at the MHS Gala regarding you or your business and your support for the animals, in addition to verbal recognition at the event.
- Large solo Presenting Paw Sponsor Banner will be displayed at the MHS Gala featuring you/your business name and logo and on the MHS Gala Invitation (sponsorship must be secured by May 15, 2021)
- Presenting Paw Sponsor spot on additional banners, the MHS Gala sponsorship slideshow, mobile bidding

devices and program material.

- Recognition in four half page, full-color ads in The Daily Nonpareil/Super Shopper during 2021 (two ads prior to the MHS Gala and two post event appreciation ads).
- A display plaque, recognizing your support of MHS will be delivered to you by an MHS Ambassador dog.
- Special after-hours meet and greet at MHS:  
 Enjoy a unique outing (up to 50 guests) at our facility and mingle with the animals. This event will let your employees/family know of your support of MHS. We will provide non-alcoholic drinks and appetizers.
- This level of Sponsorship includes these benefits:
  - \* You/your business name, contact information & sponsor level included with our adoption materials.
  - \* Monthly recognition in our MHS newspaper articles in The Daily Nonpareil.
  - \* Twelve (12) Facebook posts thanking you and listing you as our Presenting Paw Sponsor for 2021.
  - \* Year-long listing on our website as our 2021 Presenting Paw Sponsor and a link to you/your business.


#### DIAMOND PAW Sponsors - \$10,000

- 3 tables with premier stage-side locations (\*30 seats) at the MHS Gala.
- Large solo Diamond Paw Sponsor banner will be displayed at the MHS Gala featuring you/your business name and logo and on the MHS Gala Invitation (sponsorship must be secured by May 15, 2021)
- Premier spot on additional event banners, the MHS Gala sponsorship slideshow, mobile bidding devices and program material.
- Recognition in four half page, full-color ads in The Daily Nonpareil/Super Shopper during 2021 (two ads prior to the MHS Gala and two post event appreciation ads).

- A display plaque, recognizing your support of MHS will be delivered to you by an MHS Ambassador dog.
- Special after-hours meet and greet at MHS:  
 Enjoy a unique outing (up to 35 guests) at our facility and mingle with the animals. This event will let your employees/family know of your support of MHS. We will provide non-alcoholic drinks and appetizers.
- This level of Sponsorship includes these benefits:
  - \* You/your business name, contact information & sponsor level included with our adoption materials.
  - \* Monthly recognition in our MHS newspaper articles in The Daily Nonpareil.
  - \* Twelve (12) Facebook posts thanking you and listing you as a Diamond Paw Sponsor for 2021.
  - \* Year-long listing on our website as a 2021 Diamond Paw Sponsor and a link to you/your business.

### PLATINUM PAW Sponsors - \$5,000

- 2 tables (\*20 premier seats) at the MHS Gala.
- Prominent Platinum Paw Sponsor Recognition (name/logo) at the MHS Gala including banners, sponsorship slideshow, program material and mobile bidding devices along with the MHS Gala Invitation (sponsorship must be secured by May 15, 2021)
- Recognition in four half page, full-color ads in The Daily Nonpareil/Super Shopper during 2021 (two ads prior to the MHS Gala and two post-event thank you ads).
- A display plaque, recognizing your support of MHS will be delivered to you by an MHS Ambassador dog.

- Special after-hours meet and greet at MHS:  
 Enjoy a unique outing (up to 20 guests) at our facility and mingle with the animals. This event will let your employees/family know of your support of MHS. We will provide non-alcoholic drinks and appetizers.
- This level of Sponsorship includes these benefits:
  - \* You/your business name, contact information and sponsor level included with our adoption materials.
  - \* Recognition in MHS articles in The Daily Nonpareil.
  - \* Facebook posts that list you as a Platinum Paw Sponsor.
  - \* Year-long listing on our website as a Platinum Paw Sponsor and a link to you/your business.

### GOLD PAW Sponsors - \$3,500

- 2 tables (\*20 premier seats) at the MHS Gala.
- Prominent Gold Paw Sponsor Recognition (name/logo) at the MHS Gala including banners, sponsorship slideshow, program material and mobile bidding devices along with the MHS Gala Invitation (sponsorship must be secured by May 15, 2021)
- Recognition in four half page, full-color ads in The Daily Nonpareil/Super Shopper during 2021 (two ads prior to

- the MHS Gala and two post event thank you ads).
- A display plaque, recognizing your support of MHS will be delivered to you by an MHS Ambassador dog.
- This level of Sponsorship includes these benefits:
  - \* You/your business name, contact information and sponsor level included with our adoption materials.
  - \* Recognition in our MHS articles in The Daily Nonpareil.
  - \* Facebook posts that list you as a Gold Paw Sponsor.
  - \* Year-long listing on our website as a Gold Paw Sponsor and a link to you/your business.

### SILVER PAW Sponsors - \$2,500

- 2 tables (\*20 premier seats) at the MHS Gala.
- Prominent Silver Paw Sponsor Recognition (name/logo) at the MHS Gala including banners, sponsorship slideshow, program material and mobile bidding devices.
- Recognition in two half page, full-color thank you ads in The Daily Nonpareil/Super Shopper post event.

- A display plaque, recognizing your support of MHS will be delivered to you by an MHS Ambassador dog.
- This level of Sponsorship includes these benefits:
  - \* You/your business name, contact information and sponsor level included with our adoption materials.
  - \* Recognition in MHS articles in The Daily Nonpareil.
  - \* Facebook posts that lists you as a Silver Paw Sponsor.
  - \* Year-long listing on our website as a Silver Paw Sponsor and a link to you/your business.

### Champion - \$1,500

- 1 table (\*10 preferred seats) at the MHS Gala.
- Sponsor Recognition (name/logo) at the MHS Gala including entryway banner, sponsor slideshow

- and program material.
- A display plaque, recognizing your support of MHS, will be mailed to you.
- Recognition in two half page, full-color thank you ads in The Daily Nonpareil/Super Shopper post event.

### Patron - \$1,000

- 1 table (\*10 preferred seats) at the MHS Gala.
- Sponsor Recognition (name/logo) at the MHS Gala

- including entryway banner signage, sponsor slideshow and program material.
- Recognition in two half page, full-color thank you ads in The Daily Nonpareil/Super Shopper post event.

### Supporter - \$500

- 4 preferred seats at the MHS Gala at VIP tables.
- Recognition (name only) at the MHS Gala including

- sponsor slideshow and program material.
- Recognition in two half page, full-color thank you ads in The Daily Nonpareil/Super Shopper post event.

### Friend - \$250

- 2 preferred seats at the MHS Gala at VIP tables.
- Recognition (name only) at the MHS Gala including

- sponsor slideshow and program material.
- Recognition in two half page, full-color thank you ads in The Daily Nonpareil/Super Shopper post event.

*\* We intend to fill tables with the full number of seats; however, we will follow local CDC guidelines to help ensure the safety of all participants.*

# Midlands Humane Society 2021 Annual Gala Sponsorship Agreement

The Midlands Humane Society ("MHS") and \_\_\_\_\_ ("Sponsor") enter into this agreement on this \_\_\_\_\_ day of \_\_\_\_\_ 2021.

The covenants of this agreement are as follows:

Sponsor agrees to provide sponsorship funding, in the TOTAL amount of \$ \_\_\_\_\_

for the following sponsor level: \_\_\_\_\_ of the MHS Annual Gala.

## **The Sponsorship:**

Sponsor agrees to pay MHS in the following manner:

- One-time payment: \$ \_\_\_\_\_  
(full payment due 30 days prior to event)  
Date of Payment \_\_\_\_\_
  
- Two payments (each payment): \$ \_\_\_\_\_  
(both payments due 30 days prior to event)  
Date of Payment #1 \_\_\_\_\_ Date of Payment #2 \_\_\_\_\_

**Sponsorship Benefits:** In exchange for this sponsorship, MHS agrees to provide Sponsor the specific benefits listed in this 2021 Event Sponsorship Opportunities package.

**The Delivery:** MHS agrees that any item(s) listed in the 2021 Event Sponsorship Opportunities Package will be delivered to Sponsor during calendar year 2021. Also, any special events for said Sponsor will occur at a unanimously agreed upon date between MHS and Sponsor during 2021.

\_\_\_\_\_  
Sponsor Representative Printed Name      Date

\_\_\_\_\_  
MHS Representative Printed Name      Date

\_\_\_\_\_  
Sponsor Representative Signature

\_\_\_\_\_  
MHS Representative Signature

Midlands Humane Society is proud to serve this community, helping thousands of animals and people each day. Our Social Media presence is ever growing; currently having over 21,000 Likes/Followers on Facebook, along with Instagram and Twitter accounts. We launched a new website in 2021 promoting our animals and events, sharing news, along with sponsor recognition. Midlands Humane Society contributes a weekly article to The Daily Nonpareil with details on our facility, adoptable animals, animal interest stories, upcoming events and our sponsor partners. Our events are family friendly, lots of fun and the proceeds go to help animals in need. And...who doesn't love to support furry friends?

General admission seats for the MHS Gala can be purchased for \$55;  
however, there is no recognition in the MHS Gala material or on other event materials.