



2018 Sponsorship Opportunities

Humane Heroes Opportunities

Event-specific Opportunities

January 2018

Dear Partner,

Thank you for considering Baypath Humane Society in your annual donation selection. For 2018 we have added and updated our partnership options as many individuals and corporations are looking to make a bigger difference in the lives and care of animals. Our Humane Heroes options have been added for those looking to make a larger donation which also includes sponsorship of our Golf and 5k sporting events. As always, there are opportunities to sponsor the events in a variety of ways from \$100 registration partners at the 5k to full and exclusive event sponsorships for each event. In addition, we would be happy to work with you to put together a custom package that will fit the needs of your organization.

We are looking forward to our collaboration in 2018 and beyond.

Sincerely,
Elizabeth Jefferies
Executive Director

OUR WORK

Baypath Humane Society of Hopkinton provides shelter, care, humane treatment and loving homes for stray or unwanted companion animals. We serve our community by fostering relationships, educating and making a positive impact on pet overpopulation.

Every dollar raised through sponsorship will allow us to continue our life saving work. Becoming a partner is a great way to have positive impact on your community while at the same time having the rare opportunity to touch the hearts and lives of animal lovers.

Your continued partnership will help provide for shelter care and loving homes to the more than 1,100 companion animals that we care for each year.

In recent years, our organization has grown by leaps and bounds as the demand for our services continues to rise. At the same time, the billion-dollar companion pet industry shows no signs of slowing down. People want to provide the best for their dogs and cats and we are committed to providing them with these services. However, we are cognizant of the fact that our corporate community partnerships are vital to this growth, and thus, have endeavored to streamline our partnership opportunities to provide you with greater visibility throughout the year.

HOW YOUR DOLLARS MAKE A DIFFERENCE

\$100 – 1 male cat neuter and 1 female cat spay - helping to reduce feline overpopulation

\$250 – 80 monthly heartworm preventatives for dogs - reducing their chances of contracting this debilitating disease.

\$500 – 6 months of quality dry cat and dog food - helping to address the malnourishment of many of the animals who come to us

\$1000 – 3 dental extraction procedures - a common and expensive issue for surrendered cats and dogs

\$2500 – Surgery for a ruptured cranial cruciate ligament - a common orthopedic injury to dogs

\$5000 – The average cost of emergency lifesaving medical care for a shelter animal

OUR REACH

WEB:	www.baypathhumanesociety.org 12,500 unique visitors/80k page views per month
SOCIAL MEDIA:	16,000 followers across Facebook, Instagram, Twitter
EMAIL:	10,000 opt-in, newsletter subscribers
COMMUNITY:	250 active volunteers

Top Dog Humane Hero (\$10,000 and up)

VISIBILITY:

- Year long placement of company banner on Baypath Humane Society's Home Page
- Premier placement and name/logo on all of our web event pages; press releases; promotional materials; programs; e- newsletters; and on Baypath's Facebook & Twitter pages
- Premier listing in Annual Report

EVENT RECOGNITION AS A **PLATINUM PAW** SPONSOR AT THE GOLF AND 5k EVENTS:

FORE PAWS GOLF TOURNAMENT

- Key signage
- Live Mentions
- Options for company insert in tournament
- Tournament registration for 8 and a reserved table including for dinner & awards ceremony

PAWS & CLAWS 5k RUN/WALK

- Key signage
- Live Mentions
- Premier placement on front of official participant t-shirt
- Option to host a table the day of the event in the Paws & Claws village
- Race entries for 10

WE WILL ALSO PROVIDE YOU WITH BEHIND THE SCENES LOOK AT OUR PROGRAM AND SHELTER OFFERINGS:

- The Executive Director, accompanied by an adoptable animal, will visit you to bring smiles to the faces of your employees/colleagues
- One day personalized volunteer project at Baypath Humane Society of Hopkinton for 10 people

LOYAL COMPANION HUMANE HERO(\$7,500)

VISIBILITY:

- Half year long placement of company banner on Baypath Humane Society's Home Page
- Premier placement and name/logo on all of our web event pages; press releases; promotional materials; programs; e- newsletters; and on Baypath's Facebook & Twitter pages
- Premier listing in Annual Report

EVENT RECOGNITION AS A GOLD PAW SPONSOR AT THE GOLF AND 5k EVENTS:

FORE PAWS GOLF TOURNAMENT

- Key signage
- Live mentions
- Option for company insert in tournament bag
- Tickets for 4 including tournament registration and dinner at the awards ceremony

PAWS & CLAWS 5k RUN/WALK

- Key signage
- Live Mentions
- Placement of company logo on front of official participant t-shirt
- Option to host a table the day of the event in the Paws & Claws village
- Race entries for 5

WE WILL ALSO PROVIDE YOU WITH BEHIND THE SCENES LOOK AT OUR PROGRAM AND SHELTER OFFERINGS:

- The Executive Director, accompanied by an adoptable animal, will visit you to bring smiles to the faces of your employees/colleagues
- One day personalized volunteer project at Baypath Humane Society for 5 people

EVENT-SPECIFIC SPONSORSHIPS

THERE'S
NO
PLACE
LIKE
HOME.

FORE PAWS GOLF TOURNAMENT

Our 6th Annual Spring classic brings together over 140 golfers, including many corporate groups. This is a lovely time of year to be outside playing golf in the beautiful New England countryside. After golf, guests gather for a night of live and silent auctions featuring fabulous experiences, adventures, goods, and services; delicious cuisine; an awards ceremony; and an update on Baypath's mission.

Platinum Paw - \$5,000 - Title Sponsor (Exclusive)

- Exclusive naming sponsor for the 2018 Golf Tournament
- Company name listed as the Title Sponsor on the tournament promotional
- Full recognition at event, including check presentation to Baypath Humane Society during event awards
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings
- Complimentary tournament registration for 8 players including reserved tables at the dinner & awards ceremony

Gold Paw – \$2500 – Cart Sponsor (Exclusive)

- Promoted as the Cart Sponsor with signage on tournament carts
- Company name listed as the Gold Paw Sponsor on the tournament promotional material
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings
- Complimentary tournament registration for four (4) players including the dinner & awards ceremony

Gold Paw – \$2500 – Dinner Sponsor (Exclusive)

- Promoted as the Dinner Sponsor with signage at the post tournament dinner
- Company name listed as the Gold Paw Sponsor on the tournament promotional material
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings
- Complimentary tournament registration for four (4) players including the dinner & awards ceremony

Silver Paw – \$1500

- Promoted as the Silver Paw Sponsor with signage at event
- Company name listed as the Silver Paw Sponsor on the tournament promotional material
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings
- Complimentary tournament registration for two (2) players including the dinner and awards ceremony

Bronze Paw – \$1000

- Promoted as the Bronze Sponsor with signage at event
- Company name listed as the Bronze Paw Sponsor on the tournament promotional material
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings

Iron Paw – \$500

- Promoted as the Iron Paw Sponsor with signage at event
- Company name listed as the Iron Paw Sponsor on the tournament promotional material
- Name mentioned on tournament web site, tournament e-mail blasts and Facebook postings

Hole Sponsors - \$200 each; 2 for \$350

Unable to be a Paw sponsor? Sponsor a hole at the tournament instead...

Includes signage in the name of your company, family member, or pet. A great way to recognize your family member or pet on tournament day!



PAWS & CLAWS 5k RUN/WALK

Our 9th Annual Fall favorite brings out over 500 two and four-legged participants in addition to the so many volunteers. This beautiful course runs through Hopkinton State Park during peak foliage season. We have a fun Paws & Claws Village, which features local vendors and businesses. Our wonderful walkers and runners get to engage with so many others through our social media and crowd rising endeavors.

Presenting Sponsor: \$5,000 (Exclusive)

- o Exclusive designation as Presenting Sponsor of 2018 Paws & Claws 5K Run/Walk
- o Check presentation ceremony to Baypath Humane Society of Hopkinton
- o Opportunity to serve as honorary starter for the race
- o Longstanding recognition of your support, via:
- o Prominent inclusion on the front of official event t-shirt, given to participants
- o Prominent signage and live mentions during the event
- o Prominent inclusion in all 5K-related press releases and e-newsletters; featured on the event page of Baypath's website Facebook and Twitter pages; and listed in Baypath's Annual Report
- o Opportunity to host a table within our Paws & Claws Village on day of event
- o Five (5) complimentary race entries

T-Shirt Sponsors: \$2,500 (2 Available)

- o Exclusive placement of large-sized company logo on the sleeve of official event t-shirt, given to participants
- o Prominent signage and live mentions during the event
- o Prominent inclusion in all 5K-related press releases and e-newsletters; featured on the event page of Baypath's website, Facebook and Twitter pages; and listed in Baypath's Annual Report
- o Opportunity to host a table within our Paws & Claws Village on day of event
- o Five (5) complimentary race entries

Starting Line Sponsors: \$1,000 (5 Available)

- o Company logo featured on all Starting Line signage at event
- o Placement of medium-sized company logo on the back of official event t-shirt, given to participants
- o Inclusion in all 5K-related press releases and e-newsletters; featured on the event page of Baypath's website, Facebook and Twitter pages; and listed in Baypath's Annual Report
- o Opportunity to host a table within our Paws & Claws Village on day of event
- o Two (2) complimentary race entries

Mile Marker Sponsors: \$500 (5 Available)

- o Company logo featured on all Mile Marker signage at event
- o Placement of small-sized company logo on the back of official event t-shirt, given to participants
- o Inclusion in all 5K-related press releases and e-newsletters; featured on the event page of Baypath's website, Facebook and Twitter pages; and listed in Baypath's Annual Report
- o Opportunity to host a table within our Paws & Claws Village on day of event
- o One (1) complimentary race entry

Water Bowl Sponsors: \$250 (20 Available)

- o Line-listing on the back of official event t-shirt, given to participants
- o Featured on the event page of Baypath's website; featured on the Baypath's Facebook and Twitter pages; and listed in Baypath's Annual Report

Registration Sponsors: \$100 (Unlimited)

Featured on the event page of Baypath's website, Facebook and Twitter pages; and listed in Baypath's Annual Report

