



2021 • 39TH ANNUAL • VIRTUAL DOGGIE DASH & DAWDLE

SPONSORSHIP OPPORTUNITIES



Animal Humane
NEW MEXICO

HELP US RAISE \$188,000 FOR HOMELESS PETS



This year, with our community's safety top-of-mind, we've made the decision to host our 39th Annual Doggie Dash & Dawdle as a hybrid event, featuring both virtual & in-person activities. Please consider joining us in raising funds for New Mexico's homeless & at-risk cats & dogs, while informing members of the community about your high-quality services & products by being a 2021 Dash Sponsor.

SPONSOR EXPOSURE

SOCIAL MEDIA

32,000 + Facebook Followers
14,500 + Instagram Followers
55,000 + eBlast Recipients

MASS MAILING

20,000 Newsletters & **5,000** Mailers
Plus, Television, Radio, Billboards,
Print Ads & More



2021 DOGGIE DASH & DAWDLE SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE

- ✓ Acknowledgment in Animal Humane's Quarterly Newsletter
- ✓ Logo/Name Placement on Back of Event T-shirt, Mailers & Animal Humane's Website
- ✓ Event Discount Code
- ✓ Digital Doggie Bag (digital collateral provided by Sponsor)
- ✓ Virtual Marketplace (logo, short Sponsor info & click-thru URL)



SPONSORSHIP OPTIONS



LEADER OF THE PACK • \$25,000

Garcia Subaru



BIG DOG (1) • \$7,500



TOP TABBY • \$5,000 ea

Hill's Pet Nutrition, Long Leash On Life,
New Mexico Bank & Trust



RACE BIB (4) • \$3,000 ea



BANDANA • \$3,000 ea

HUB Southwest, Albertsons Market



PET PAL/+ (13+) • \$1,000+ ea

6 Sold



MATCH (3) • \$1,000 ea

Kennedy Financial Network,
Lasting Paws, Merck



	LEADER OF THE PACK		TOP TABBY		RACE BIB		BANDANA		PET PAL / PET PAL+		MATCH
NUMBER AVAILABLE	-	1	-	4	-	7+	-				
First Right of Refusal 2022	✓										
Presented by Logo	✓										
Dash-on-the-Go Registration Event	✓										
Digital Ad in our Main Campus Adoptions & Thrift Lobbies	✓	✓	✓								
Dedicated Social Media Posts	8	6	6								
Event Media	✓	✓	✓								
eBlast Mentions	✓	✓	✓	✓	✓		✓				
Logo on Bandana					✓						
Logo on Race Bib				✓							
Virtual Marketplace	✓	✓	✓	✓	✓	✓	✓				
Logo on T-shirt	✓	✓	✓	✓	✓	✓	✓				
Collateral in Digital Doggie Bag	✓	✓	✓	✓	✓	✓	✓				
Logo/Name Placement on Mailers	✓	✓	✓	✓	✓	✓	✓				
Event Discount Code	30	25	20	6	6	2	2				
Acknowledgment in Quarterly Newsletter	✓	✓	✓	✓	✓	✓	✓				
Logo on Website	✓ & URL	✓ & URL	✓ & URL	✓	✓	✓	✓				



yes!

I WANT TO
SPONSOR
VIRTUAL
DOGGIE DASH
& DAWDLE 2021!



BY SPONSORING THIS EVENT, YOU AGREE TO THE FOLLOWING TERMS & CONDITIONS:

- Payment is due by **August 31, 2021**
- Because this is a fundraiser, we are unable to issue refunds for any reason; thank you for understanding
- Animal Humane New Mexico reserves the right to screen all event Sponsors before accepting payment
- Sponsorships are available on a first-come-first-serve basis

PLEASE EMAIL THE FOLLOWING INFORMATION TO DOGGIEDASH@ANIMALHUMANENM.ORG:

- Selected Sponsorship Level
- Sponsor Company Name
- Company Address (City, State, Zip)
- Contact Name & Title
- Contact Email & Phone Number

PAYMENT INFORMATION:

- After Animal Humane New Mexico receives your Sponsor Level commitment (via email), your invoice will be emailed with payment options
- Deliverables will begin once payment is received (by August 31, 2021)

If you have questions, or would like to discuss Sponsorship Opportunities in more detail, please email DOGGIEDASH@ANIMALHUMANENM.ORG & a team member will get back to you promptly