



VIRTUAL DOGGIE DASH & DAWDLE 2020

SPONSORSHIP OPPORTUNITIES





HELP US RAISE **\$188,000** FOR HOMELESS PETS

This year, with our community's safety top-of-mind, we've made the decision to make Doggie Dash & Dawdle 2020 completely virtual. Please consider joining us in raising funds for New Mexico's homeless & at-risk cats & dogs, while informing members of the public about your high-quality products & services by being a 2020 Virtual Dash Sponsor.

SPONSOR EXPOSURE

Social Media

29,500 + Facebook Followers

12,700 + Instagram Followers

55,000 + eBlast Recipients

Mass Mailing

20,000 Newsletters

20,000 Postcards

Plus, Television, Radio,
Billboards, Print Ads
& More





ALL SPONSORSHIPS INCLUDE:

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



- **LEADER OF THE PACK**

\$25,000 — 1 available

(Garcia Subaru)



- **BIG DOG**

\$7,500 — 1 available

(New Mexico Bank & Trust)

- **TOP TABBY**

\$5,000 — 2 available

- **RACE BIB**

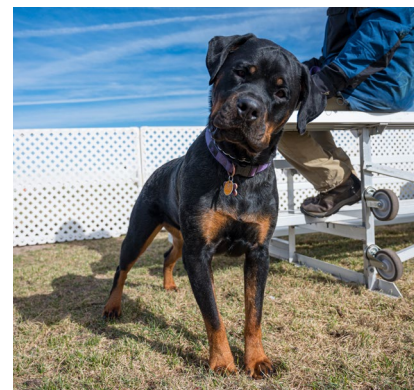
\$3,000 — 3 available

- **BANDANA**

\$3,000 — 1 available

- **PET PAL/PET PAL+**

\$1,000+ — 13+ available





	SOLD	SOLD				
	Leader of the Pack	Big Dog	Top Tabby	Race Bib	Bandana	Pet Pal / Pet Pal+
NUMBER AVAILABLE	1	1	2	3	1	13+
First Right of Refusal 2021	✓					
Presented by Logo	✓					
Dash-on-the-Go Registration Event	✓					
Digital Ad in our Main Campus Adoptions, Thrift & The Center 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 Postcards	✓	✓	✓	✓	✓	✓
Event Discount Code	30	25	20	6	6	2
Acknowledgement in Quarterly Newsletter	✓	✓	✓	✓	✓	✓
Logo on Website	✓ & URL	✓ & URL	✓ & URL	✓	✓	✓



YES!

I WANT TO
SPONSOR
VIRTUAL
DOGGIE DASH
& DAWDLE 2020!



SPONSORSHIP OPTIONS:



LEADER OF THE PACK

\$25,000 — 1 available
(Garcia Subaru)



BIG DOG

\$7,500 — 1 available
(New Mexico Bank & Trust)



TOP TABBY

\$5,000 — 2 available



RACE BIB

\$3,000 — 3 available



BANDANA

\$3,000 — 1 available



PET PAL/PET PAL+

\$1,000+ — 13+ available





Before mailing or emailing, please verify that you have:

- Completed your sponsorship agreement
- (By Mail) Enclosed your check, made payable to Animal Humane New Mexico, or (By Email) contacted us at 505.938.7882 & paid by credit card

By sponsoring this event, you agree to the following terms & conditions:

- Payment is due by September 1, 2020
- 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

IF RETURNING BY EMAIL, PLEASE SEND TO MADISONB@ANIMALHUMANENM.ORG

IF RETURNING BY MAIL, PLEASE SEND THIS FORM TO:

**ATTN: Madison Beets, Events & Promotions Coordinator
Animal Humane New Mexico
615 Virginia St. SE, Albuquerque, NM 87108**

Sponsor Name _____

Address _____

City, State, Zip _____

Contact Name _____ Title _____

Phone () _____ — _____ Email _____

\$ _____ total enclosed (Make check payable to Animal Humane New Mexico)

Send acknowledgement letter to _____

**If you have questions, or would like to discuss sponsorship opportunities,
please call 505.938.7882 or email MadisonB@AnimalHumaneNM.org**

INTERNAL USE ONLY