



2022 • 40TH ANNUAL

DOGGIE DASH & DAWDLE

SPONSORSHIP OPPORTUNITIES

Sunday, November 6, 2022 | Balloon Fiesta Park



Help Us Raise \$188,000 for Homeless Pets



For 40 years Animal Humane has held our signature event and largest fundraiser, Doggie Dash & Dawdle. This year we are returning to an in-person event and can't wait to see all of you. Recognized as Albuquerque's must-attend pet lover event, Doggie Dash attracts more than 4,000 attendees and over 1,000 canines!

100% of net proceeds support pets in Animal Humane's care and our community programs too. Your business can be a part of this long-standing, something-to-bark-about event and support homeless pets. Please consider joining us in raising funds for New Mexico's homeless cats and dogs, while receiving valuable exposure to potential new customers by becoming a Dash Sponsor.

Sponsor Exposure

SOCIAL MEDIA

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

MASS MAILING

20,000 Newsletters, **5,000** Mailers
Plus, TV, Radio, Billboard
& Print Ads



2022 Doggie Dash & Dawdle sponsorship opportunities

ALL SPONSORSHIPS INCLUDE

- ✓ Acknowledgment in Animal Humane's Quarterly Newsletter "Paws for Thought"
- ✓ Logo/ Name Placement on Event T-Shirt, Mailers, & Animal Humane's Website
- ✓ Event Discount Code
- ✓ Company Collateral in Participant Bags
- ✓ Complimentary Marketplace Booth

SPONSORSHIP OPTIONS



-  SOLD Leader of the Pack • \$25,000
-  1 LEFT Big Dog (2) • \$7,500
-  SOLD Top Tabby (3) • \$5,000
-  Participant Bag • \$4,000
-  SOLD Bandana (2) • \$3,000
-  SOLD Finish Line • \$2,500
-  Doggie Carnival (5) • \$2,500
-  2 LEFT Race Bib (3) • \$2,000
-  2 LEFT Match (3) • \$1,000
-  Pet Pal (unlimited) • \$750
-  2 LEFT Kilometer(4) • \$500



	SOLD Leader of the Pack	1 Left Big Dog	SOLD Top Tabby	Participant Bag	SOLD Bandana	SOLD Finish Line	Doggie Carnival	2 Left Race Bib	2 Left Match	Pet Pal	2 Left Kilometer
Number of Sponsorships Available	1	2	3	1	2	1	5	3	3		4
Complimentary Registration	15	10	10	6	6	2	2	2	2	2	2
Complimentary VIP Tent Passes	10	8	8	6	4	4	4	2	2		
Dedicated Social Media Posts	3	2	1								
Logo on Bandana					✓						
Logo on Race Bib								✓			
First Right of Refusal 2022	✓	✓									
Presented By Logo	✓										
Dashin' Around Town Registration Event	2	1	1								
Digital Ad in our Main Campus & Thrift Lobbies	✓	✓	✓								
Event Media	✓	✓									
Logo in eBlasts	✓	5	3								
Signage at Sponsored Area	✓	✓	✓			✓	✓				✓
Marketplace Booth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on T-Shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Collateral in Race Bag	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo/ Name Placement on Mailers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Website	Yes, and URL	Yes, and URL	Yes, and URL	Yes, and URL	Yes, and URL	Yes, and URL	Yes, and URL	Yes, and URL	✓	✓	✓



yes!

YES! I WANT TO BE
A PART OF THE 40TH
ANNUAL DOGGIE
DASH & DAWDLE BY
SPONSORING
AT THE
FOLLOWING LEVEL:

SPONSOR / VENDOR AGREEMENT

- Leader of Pack \$25,000 **SOLD**
- Big Dog \$7,500 **1 LEFT**
- Top Table \$5,000 **SOLD**
- Participant Bag \$4,000
- Bandana \$3,000 **SOLD**
- Finish Line \$2,500 **SOLD**
- Doggie Carnival \$2,500
- Race Bib \$2,000 **2 LEFT**
- Match \$1,000 **2 LEFT**
- Pet Pal \$750
- Kilometer \$500 **2 LEFT**
- We cannot sponsor this year's event but we've enclosed a gift to support Animal Humane

By providing the information below you agree to the following terms and conditions:

- Sponsorships must be confirmed and paid by September 15 to be included on the T-shirt.
- Because this is a fundraising event we are unable to offer refunds to our supporters. If our event is cancelled for any reason, we will be unable to reimburse our sponsors.
- Vendors may use the 10'x10' tent area provided to display merchandise or promote their business.
- Animal Humane New Mexico reserves the right to screen all supporters before accepting payment.

Sponsor Name: _____

Address: _____ City/State/Zip: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

\$_____ Total Payment Enclosed (Make checks payable to Animal Humane)

Before you mail, please verify that you...

- Completed your sponsor/ vendor agreement
- Enclosed a copy of your business license, city permit, and/or Fire Department permit, if required
- Enclosed your sponsorship check

Please return this form to:

Doggie Dash
Animal Humane New Mexico
615 Virginia St SE
Albuquerque, NM 87108

Or complete your sponsorship & payment online at AnimalHumaneNM.org/DashSponsor.

If you have any questions, or would like to discuss sponsorship options, please call **505.938.7862** or email our Events Team at DoggieDash@AnimalHumaneNM.org.