



SPONSORSHIP OPPORTUNITIES



104 Portsmouth Avenue | Stratham, New Hampshire 03885 | 603-772-2921 | nhspca.org

Contact: Megan Bickford, mbickford@nhspca.org

26th Annual Paws Walk

When: Sunday, June 3, 2018

Where: Stratham Hill Park • Route 33, Stratham, NH

Who: 2,000+ seacoast animal lovers & their four-legged friends

Deadline: April 27, 2018 *Participation forms recieved after deadline may result in missed benefits*

Paws Walk is the New Hampshire SPCA's largest grassroots event and raises critical funds to support our life-saving programs. Paws Walk is also a day full of fun and activities for the whole family, four legged members, too! Becoming a Paws Walk Sponsor can enhance your business!

Paws Walk event sponsorship is a powerful way to establish rapport with potential and current customers by supporting a trustworthy, respected, local organization and by creating a foundation of commonality through a shared respect for animals. Paws Walk is also a great way to reach a built in captive audience of locals from the Greater Seacoast Area. Every year this event attracts thousands of guests from all age groups and regions, including: Northeastern Massachusetts, Southern Maine and Rockingham County and the Greater Seacoast Region of New Hampshire.

Dog-themed demonstrations, delicious food, vendors from local businesses, and a beautiful 2 mile walk through Stratham Hill Park make this a summer event not to be missed!

About New Hampshire SPCA

The NHSPCA has been devoted to the sheltering and care of homeless and unwanted pets for over 145 years. We have an open admission and unlimited stay policy. We serve over 121 communities and receive no federal or state funding. We rely solely on community support to care for the thousands of animals that come through our doors each year.

In addition to sheltering , some of our accomplishments from 2017 include providing low-cost rabies and Community Wellness clinics throughout the year that serviced over 1,500 local animals. Over 10,000 seacoast youth participated in our Humane Education programs and 700 volunteers provided over 44,000 hours of service!



Benefits of Sponsorship

Benefits of sponsorship include your business logo or name on the back of the event tee shirt, visibility on day-of-event collateral materials (banner and flyer), an opportunity to put your marketing item in the goody bag taken home by each walker, and your business included in our online marketing (website, social media, email). Additional benefits are determined by the sponsorship level chosen but may include onsite networking, additional prevent marketing, complimentary walk registrations and more!



TOP REASONS TO SPONSOR NHSPCA



68%
of U.S. households own a pet



34%

of pets are obtained through an animal shelter/humane society/rescue group



87%

of Americans would purchase a product from a company that supported an issue they care about



69%

of pet owners have a family income of \$100,000 +

New Hampshire SPCA Stats



115,000
Monthly website views



22,000
Home & business newsletter recipients



14,000
Active email contacts



20-35k
Average Facebook reach per week



Paws Walk hosts an average of 2,000 guests each year

THANK YOU TO OUR 2017 SPONSORS



Paw Prints Doggy Daycare
4 Lafayette Road, Hampton Falls, NH 03844
PH: 603-601-8298



Murphy, Powers & Wilson
Certified Public Accountants, P.C.



YOUR LOGO HERE!



Paws of Unity
Veterinary Acupuncture & Food Therapy


















Dr. Richard J. Duffy & Mrs. Tina Duffy, Peaceful Paws, Sound Spectrum DJ, Gray Charitable Fund













2018 SPONSORSHIP BENEFITS

	TOP DOG	WAGGIN' WALKER	FURBALL FRIEND	ANIMAL ADVOCATE	PET PAL
	\$5,000	\$2,500	\$1,000	\$500	\$250
# of Complimentary Walk Registrations & shirts	6	4	2	1	
Complimentary 10 x 10 Vendor Space					

Pre-Event Recognition

Co-host Paws Walk Facebook Event					
# of Facebook Posts	3	2	1	Group	Group
Event Webpage Presence					
Logo & Live Link in Paws Walk Email Blasts					
Listed & Live Link in Email Blasts					
Mention In Walk Radio Promos					
Press Release					
Walk Registration Discount Offered in Your Name					

On-Site Recognition

Day of Event Flyer					
Featured Demonstration Opportunity at Event					
Day of Event Banners					

Logo along Walk Route					
Logo on Photo Opportunity Props					
Logo on 500 Water Bottles					
Item in 750 Goody Bags					
Logo on the Back of Event Tee Shirt *					
Listed on the Back of Event Tee Shirt *					

Post-Event Recognition

NHSPCA Newsletter Ad in 1 of next 2 issues	1/2 page	1/4 page	1/8 page		
Thank you Email Blast					
Placement in 2019 Sponsorship Package					
Approx. Value	\$6,000	\$3,500	\$1,500	\$1,000	\$300

IMPORTANT INFORMATION

*To guarantee your placement on Paws Walk shirts, your sponsorship agreement, contribution, and logo must be received by **Friday, April 27, 2018**.

BECOME A VENDOR! JUST \$100!

Top 3 sponsorship levels include complimentary vendor space

Vendor Benefits:

10x10 space w/ 6ft table

Listing on: Event Banner, Event Flyer, Paws Walk Webpage
AND presence in front of 2,000 participants!

YOU DON'T WANT TO MISS THIS!



PARTICIPATION FORM

SUNDAY, JUNE 3RD
STRATHAM HILL PARK
10:00 a.m. to 3:00 p.m.

OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Top Dog Sponsor - \$5,000 | <input type="checkbox"/> Animal Advocate Sponsor - \$500 |
| <input type="checkbox"/> Waggin' Walker Sponsor - \$2,500 | <input type="checkbox"/> Pet Pal Sponsor - \$250 |
| <input type="checkbox"/> Furball Friend Sponsor - \$1,000 | <input type="checkbox"/> Standard Vendor - \$100 |
| | <input type="checkbox"/> Non-Profit Vendor - \$50 |

PAYMENT INFORMATION

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____
Social Media URL's _____

PAYMENT METHOD

(Checks made payable to New Hampshire SPCA)

- | | | | |
|-------------------------------|-----------------------------|-------------------------------|-----------------------------------|
| <input type="checkbox"/> Visa | <input type="checkbox"/> MC | <input type="checkbox"/> Amex | <input type="checkbox"/> Discover |
|-------------------------------|-----------------------------|-------------------------------|-----------------------------------|

Credit Card # _____
Exp. Date _____ CVV Code _____
Name on Card _____
Signature _____

For more information, please contact Megan Bickford at 603-772-2921 ext. 105 or at
mbickford@nhspca.org. Please email, fax, or mail this form to NHSPCA, P.O. Box 196, 104 Portsmouth
Ave, Stratham, NH 03885; Fax: 603-778-7804

Thank you for supporting the animals of the New Hampshire SPCA

COME, WALK... SAVE LIVES!

