



# SPONSORSHIP OPPORTUNITIES

## Step right up to save lives!

Sunday, June 2<sup>nd</sup> at Stratham Hill Park


For more than 150 years, homeless and helpless animals have benefited from the lifesaving rescue and critical care of the New Hampshire SPCA. By supporting Paws Walk, you'll help give them the second chance they so greatly deserve!

Paws Walk is our largest community fundraiser and one of New Hampshire's most popular, dog-friendly events. It's a celebration of companionship for the whole family, with a fundraising walk and festival at Stratham Hill Park.

As a sponsor or vendor, you'll gain valuable exposure in front of our animal-loving audience — at the event, online, and at our Stratham campus!



*We're a four-star rated, 501c3 non-profit organization serving New Hampshire, Maine and Massachusetts and rely solely on the generosity of community members like you to help us provide exceptional resources, programming, and care to homeless and abused animals.*



### NEW HAMPSHIRE SPCA BY THE NUMBERS

- 🐾 26,000 monthly website users
- 🐾 22,000 newsletter recipients
- 🐾 48,435 social media followers
- 🐾 11,496 active email contacts
- 🐾 1,556 annual pet adopters

## LEARN HOW YOU CAN MAKE A DIFFERENCE AT PAWS WALK!

Please visit [nhspca.org/paws-walk](http://nhspca.org/paws-walk) or contact Julie Halama for more information

Julie Halama, *Special Events & Sponsorship Manager* | 603-773-5735 | [jhalama@nhspca.org](mailto:jhalama@nhspca.org)  
New Hampshire SPCA | 104 Portsmouth Avenue, Stratham, NH 03885

	TOP DOG	COOL CAT	FURBALL FRIEND	PET PAL	BIRDIE BUDDY	VENDOR
	\$5,000	\$2,500	\$1,000	\$500	\$250	\$125/\$75
Industry exclusivity	✓					
Complimentary registrations and t-shirts	10	8	4	2	1	
10' x 10' vendor space	✓	✓	✓			✓
PRE-EVENT RECOGNITION (* = Content may run before or after Paws Walk)						
Number of Facebook posts*	2	1	1	Group	Group	
Mention in e-newsletter*	2	1				
Event webpage presence	Logo	Logo	Logo	Listed	Listed	Listed
Online and email presence	Logo	Logo	Logo	Listed	Listed	
Presence on Adoptable Animals webpage (our #1 trafficked page)	✓	✓	✓			
Featured Sponsor on Adoptable Dog or Cat page	Dog	Cat				
Featured Sponsor of adoptable pet blog post*	✓	✓	✓			
Logo on kennel cards in Adoption Center	✓	✓	✓			
Press release mention	✓	✓				
DAY-OF RECOGNITION						
Day-of flyer	✓	✓	✓	✓	✓	✓
Featured demonstration opportunity	✓					
On-site signage	✓	✓	✓	✓	✓	
Logo along walk route	✓	✓	✓			
Verbal recognition	✓	✓				
Recognition in day-of event Facebook post	✓	✓	✓	✓	✓	
Presence in gift bag	✓	✓	✓	✓	✓	✓
POST-EVENT RECOGNITION						
Thank you message on NHSPCA marquis	✓					
NHSPCA print newsletter ad	1/2 page	1/4 page	1/8 page			
Thank you e-mail blast	✓	✓	✓	✓	✓	



### THERE'S MORE!

Customize your sponsorship by choosing additional **Bonus Opportunities** on the Participation Form (next page)!



### MAKE IT A TEAM EFFORT!

Have a blast with your employees outside the office and help homeless animals. Forming a team and fundraising for Paws Walk is a great way to develop professional skills and create a meaningful bonding experience. Register at [nhspca.org/paws-walk](http://nhspca.org/paws-walk) and use code **TEAM** to save!

# PARTICIPATION FORM

Sunday, June 2 | Stratham Hill Park | [nhspca.org/paws-walk](http://nhspca.org/paws-walk)



**YES!** We'd love to support the animals of the NHSPCA by sponsoring Paws Walk:

- Top Dog Sponsor (\$5,000)
- Cool Cat Sponsor (\$2,500)
- Furball Friend Sponsor (\$1,000)
- Pet Pal Sponsor (\$500)
- Birdie Buddy Sponsor (\$250)
- Standard Vendor (\$125)  
(\$100 before March 31)
- Non-profit Vendor (\$75)  
(\$50 before March 31)

WANT EVEN MORE EXPOSURE?  
ADD ON A **BONUS OPPORTUNITY!**

## BONUS OPPORTUNITIES

Only available with purchase of sponsorship

- Gift Bags (2-Year Commitment)** (\$500 annually)  
Your logo featured on gift bags for event attendees
- Doggie Day Spa** (\$500)  
Your logo featured on signage in dog pool play area
- Water Bottles** (\$500)  
Your logo featured on complimentary water bottles at the event
- Water Station** (\$500)  
Your logo featured at two refreshment stations along walk route
- Social Challenge** (\$500)  
Tagged Facebook post encouraging followers to share pet photos
- Match** (\$2,000 Minimum)  
Match registrations or donations for a specific period, promoted heavily via email and social media (also includes appropriate name sponsor benefits)



## CONTACT INFORMATION

CONTACT NAME: \_\_\_\_\_

BUSINESS, COMPANY OR ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

YOUR PRODUCT OR SERVICE: \_\_\_\_\_

WEBSITE AND SOCIAL MEDIA URLS: \_\_\_\_\_

## PAYMENT INFORMATION

My check to the New Hampshire SPCA is enclosed (Mail to NHSPCA | P.O. Box 196, Stratham, NH 03885)

Please charge:  American Express  Discover  Mastercard  Visa

CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ CV CODE: \_\_\_\_\_ NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**Please return this form to confirm your commitment by Monday, May 6.**

Email to [jhalama@nhspca.org](mailto:jhalama@nhspca.org), mail to P.O. Box 196, Stratham, NH 03885 or fax to (603) 778-7804

Questions? Please contact Julie at [jhalama@nhspca.org](mailto:jhalama@nhspca.org) or 603-773-5735