PAWS WALK

SPONSORSHIP OPPORTUNITIES

New Hampshire SPCA
104 Portsmouth Avenue, Stratham, NH 03885
Julie Halama | 603-773-5735 | jhalama@nhspca.org
nhspca.org/paws-walk

Step right up to save lives!

Each year, thousands of homeless animals come to the New Hampshire SPCA in need of critical, lifesaving care. Support Paws Walk and help give them the second chance they so greatly deserve!

It's our 150th year, and we have a lot to celebrate. Walk with us at the 30th annual Paws Walk and make a difference for so many animals.

Paws Walk is our largest community fundraiser and one of New Hampshire's most popular, pet friendly events. It's a celebration of companionship for the whole family (four legged members too), 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!

About the New Hampshire SPCA

At the New Hampshire SPCA, we believe in a safe and loving home for every animal. For 150 years, we've been a resource for our community, devoted to the sheltering and care of homeless and unwanted pets through rescue, rehabilitation, and adoption.

CHARITY NAVIGATOR ★★★★ Four Star Charity

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 animals in-need.

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Sunday, June 5 • Stratham Hill Park • nhspca.org/paws-walk

WHY GET INVOLVED?

Get to know our audience

90% of pet owners consider their pets to be family members.

87% of consumers buy product based on a company's social advocacy.

70% of households across the United States are home to a pet.

50% of pet-owning households earn above $55,000 annually.

37% of pets adopted last year were from a shelter or rescue group.

Statistics from: American Pet Products Association, Cone Communications, Money.com

NHSPCA statistics

29k monthly website users

20k+ newsletter recipients

40k+ social media followers

10.5k active email contacts

Team Bonding

Have a blast with your employees outside the office and help homeless animals! Save up to $10 per person when you register together. Contact jhalama@nhspca.org for more info.

Your participation helps homeless pets like Charlie

Your support helps provide lifesaving care to animals like Charlie. This loyal lady spent ten months waiting for her forever family, with our staff determined she'd get her happy ending. A kennel is no home, but they gave Charlie the loving affection, nourishing care, and playtime that all pups need. In October, Charlie finally got her second chance, thanks to animal lovers like you and events like Paws Walk!

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SPONSORSHIP BENEFITS

PAWS WALK	TOP DOG $5,000	COOL CAT $2,500	FURBALL FRIEND $1,000	PET PAL $500	BIRDIE BUDDY $250	VENDOR $125/$75
Complimentary registrations and t-shirts	10	8	4	2	1	
10' x 10' vendor space	🐾	🐾	🐾			🐾
PRE-EVENT RECOGNITION						
Number of Facebook posts	3	2	1	Group	Group	
Event webpage presence	Logo	Logo	Logo	Listed	Listed	Listed
Online and email presence	Logo	Logo	Logo	Listed	Listed	
Presence on Adoptable Animals webpage (#1 trafficked page on nhspca.org)	🐾	🐾	🐾			
Featured Sponsor on Adoptable Dog or Cat page	Dog	Cat				
Featured sponsor of "Pet of the Week" 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 goody bag	🐾	🐾	🐾	🐾	🐾	🐾
POST-EVENT RECOGNITION						
Thank you message on NHSPCA marquis	🐾					
NHSPCA newsletter ad	1/2 page	1/4 page	1/8 page			
Thank you e-mail blast	🐾	🐾	🐾	🐾	🐾	

BONUS OPPORTUNITIES

Only available with purchase of sponsorship — to confirm, please call Julie Halama at 603-773-5735 or jhalama@nhspca.org

1. GO LIVE

$500

Facebook Live with NHSPCA Executive Director Lisa Dennison on event day

2. WATER BOTTLES

$500

Your logo featured on complimentary water bottles at the event

3. SOCIAL CHALLENGE

$500

Tagged Facebook post encouraging followers to share pet photos

4. 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)

PARTICIPATION FORM

Opportunities

- ☐ Top Dog Sponsor — $5,000
- ☐ Cool Cat Sponsor — $2,500
- ☐ Furball Friend Sponsor — $1,000
- ☐ Pet Pal Sponsor — $500
- ☐ Birdie Buddy Sponsor — $250
- ☐ Bonus Opportunity — $500 #_____
- ☐ Match Sponsor — Amount: $_____
- ☐ Standard Vendor — $125 ($100 before March 1)
- ☐ Non-profit Vendor — $75 ($50 before March 1)

Information

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail address: _____

Your product or service: _____

Website and Social Media URLs: _____

Payment Method

(Checks made payable to the New Hampshire SPCA)

☐ 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 Friday, May 6.

Email to 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 or 603-773-5735

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