



indyhumane

corporate

sponsorships

opportunities



[indyhumane.org](http://indyhumane.org)



## IndyHumane Corporate Partnership Opportunities

IndyHumane's mission is to improve animal welfare in central Indiana. We are committed to ending the cycle of pet overpopulation, providing affordable pet ownership, and ensuring the well-being, health and safety of all animals in our care. We strive to promote the human animal bond and the powerful impact this mutually beneficial relationship has on individuals, families, and the Indianapolis community. We've been saving lives since 1905.

IndyHumane is funded solely by individual and corporate contributions, grants, bequests, adoptions, and other fees for service. We receive no tax money and we are not a branch or affiliate of national animal rescue organizations.

We appreciate your willingness to help local animals in need. We are so grateful to our partners throughout the community who help us continue our life-saving work for the animals of central Indiana.

Contact Jill Bennett, Manager of Events & Corporate Relations

**317.872.5650 x121 | [jbennett@indyhumane.org](mailto:jbennett@indyhumane.org)**

**7929 N. Michigan Road | Indianapolis, IN 46268**

**[indyhumane.org](http://indyhumane.org)**

# IndyHumane Signature events

## Indy Mutt Strut

Mutt Strut is IndyHumane's largest fundraising event! In 2021, Mutt Strut will celebrate its 18th year. This is a fun family-friendly event where participants will walk with their pet, visit sponsors and vendor booths, and enjoy pet contests and activities. All while raising funds for homeless pets! Detailed Mutt Strut, Barktoberfest and Barking Lot Parties Sponsorship Benefits are attached. Additional sponsorship opportunities are available for individual events.

## Ales for Adoptable Tails

A wide array of Indiana craft brewers and distilleries come together for Ales for Adoptable Tails! This is the signature fundraising event for IndyHumane's young professional affinity group, the Indy PAAW Coalition. Bringing together a few of their favorite things - food, beer, and dogs - Ales for Adoptable Tails is a fun, family and pet-friendly event that celebrates pets and helps to raise funds for their care at IndyHumane.

## Annual Donor Reception

An evening of appreciation in honor of our largest donors who graciously contribute and committed to IndyHumane's mission. Donors will learn about how their dollars made an impact, future goals, and they will have an opportunity to meet IndyHumane board members and staff.

**Additional sponsorship opportunities  
are available for individual events.**



**indyhumane's**  
*reach & impact*



We adopted

**2,853**

homeless pets into  
loving homes in 2020



Our shelter pets spent

**28,490**

hours with volunteers



In 2020,

**1,861**

pets spent time in  
cozy foster homes



**11,000**  
followers



**59,200**  
followers



**16,700**  
followers



**469,700+**

annual visitors  
to [indyhumane.org](http://indyhumane.org)



**31,000+**

average email  
recipients



**27,000**

donations from

**11,900**  
donors



# platinum paw partner

## Event Sponsorship

- Indy Mutt Strut - Recognition as Presenting Sponsor
- (10) Tickets to Ales for Adoptable Tails
- (10) Tickets to the Holiday Donor Reception
- Barking Lot Party and Barktoberfest Sponsor - Logo inclusion in event promotion via social media, on-site booth

## Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane
- (1) Three-hour visit with our Pet Awareness Wagon (PAW) at location of your choice with dogs or kittens (COVID Restrictions Apply)
- (1) Kennel Sponsorship - Living Room or Cat Corral (company name/logo on kennel sign or window cling)
- 15% Discount for staff to use at our Vaccine Clinic
- Dog Park Sponsor (10 x 3 banner) displayed on fence
- Plaque in IndyHumane Vaccine Clinic

## Marketing Benefits

- Logo and link on our Corporate Sponsorship web page
- Logo and name on Dog Park web page
- (10) Social Media Mentions (Facebook, Twitter, Instagram) - Reach 65,000+
- (6) mentions and logo in IndyHumane e-newsletter (Reach 40,000+)
- Logo inclusion on the IndyHumane Vaccine Clinic TV
- Logo in IndyHumane Annual Report

**\$40,000**



# best friend

## Event Sponsorship

- Indy Mutt Strut - Recognition as a \$10,000 VIP Reception sponsor
- (6) Tickets to Ales for Adoptable Tails
- (6) Tickets to the Holiday Donor Reception
- Barking Lot Party Sponsor - Logo inclusion in event promotion via social media, on-site booth

## Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane
- (1) Three-hour visit with our Pet Awareness Wagon (PAW) at location of your choice with dogs or kittens (COVID Restrictions Apply)
- (1) Kennel sponsorship (company name on kennel sign)
- 15% Discount for staff to use at our Vaccine Clinic
- Dog Park sponsor (10 x 3 banner) displayed on fence

## Marketing Benefits

- Logo and link on our Corporate Sponsorship page
- (6) Social Media Mentions (Facebook, Twitter, Instagram) - Reach 65,000+
- (4) mentions in IndyHumane e-newsletter (Reach 40,000+)
- Logo inclusion on the Vaccine Clinic TV
- Logo in IndyHumane Annual Report

**\$25,000**



# champion

## Event Sponsorship

- Indy Mutt Strut – Recognition as a \$5,000 sponsor
- (4) Tickets to Ales for Adoptable Tails
- (4) Tickets to the Holiday Donor Reception

## Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane
- (1) Three-hour visit with our Pet Awareness Wagon (PAW) at location of your choice with dogs or kittens (COVID Restrictions Apply)
- (1) Kennel sponsorship (company name on kennel sign)
- Dog Park Sponsor (5 x 3 Banner) displayed on fence

## Marketing Benefits

- Logo and link on our Corporate Sponsorship page
- (4) Social Media Mentions (Facebook, Twitter, Instagram) – Reach 65,000+
- (2) mentions in IndyHumane e-newsletter (Reach 40,000+)
- Logo inclusion on the IndyHumane Vaccine Clinic TV
- Listing in IndyHumane Annual Report

**\$10,000**



# humane- itarian

## Event Sponsorship

- Indy Mutt Strut – Recognition as \$2,500 sponsor
- (2) Tickets to the Holiday Donor Reception

## Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane
- (1) Three-hour visit at location of your choice with our Pet Awareness Wagon (PAW) with dogs or kittens (COVID Restrictions Apply)
- (1) Kennel sponsorship (company name on kennel sign)

## Marketing Benefits

- Logo and link on our Corporate Sponsorship page
- (2) Social Media Mentions (Facebook, Twitter, Instagram) – Reach 65,000+
- (1) mention in IndyHumane e-newsletter (Reach 40,000+)

**\$5,000**





## Pup Protector or Cat-vocate Partner

### Event Sponsorship

- Indy Mutt Strut - \$1,000 Sponsorship and Vendor Booth
- (2) Tickets to the Holiday Donor Reception

### Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane
- (1) Three-hour visit with our Pet Awareness Wagon (PAW) with adoptable dogs or kittens (COVID Restrictions Apply)

### Online Promotion

- Logo and link on our corporate sponsorship page
- (2) Social Media Mentions (Facebook, Twitter, Instagram) - Reach 65,000+

**\$2,500**

## Rescuer

### Event Sponsorship

- (2) Tickets to the Holiday Donor Reception
- Mutt Strut Vendor

### Shelter Engagement Benefits

- Opportunity for Corporate Volunteer Day at IndyHumane

### Marketing Benefits

- (1) Social Media Mention (Facebook, Twitter, Instagram) - Reach 65,000+

**\$1,000**



## Commitment Form

# start your partnership today!

Please return this form along with your payment to:

Jill Bennett, Manager of Events & Corporate Relations  
7929 North Michigan Road  
Indianapolis, IN 46268

Please email your high-resolution logo (PNG or JPEG) to: [jbennett@indyhumane.org](mailto:jbennett@indyhumane.org)

Corporation Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

<input type="checkbox"/> <b>Platinum Paws</b> \$40,000	<input type="checkbox"/> <b>Humane-itarian</b> \$5,000
<input type="checkbox"/> <b>Best Friend</b> \$25,000	<input type="checkbox"/> <b>Pup Protector or Cat-Vocate</b> \$2,500
<input type="checkbox"/> <b>Champion</b> \$10,000	<input type="checkbox"/> <b>Rescuer</b> \$1,000

### Payment Method:

Please Invoice     Check (payable to IndyHumane)     Credit Card

<input type="checkbox"/> Visa	<input type="checkbox"/> American Express	
<input type="checkbox"/> Master Card	<input type="checkbox"/> Discover	
<input type="checkbox"/>	<input type="checkbox"/>	
CC#: _____	Exp Date: _____	Code: _____

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

This agreement is established between IndyHumane and the undersigned ("Sponsor"). The sponsor agrees to pay within 30 days of the signed agreement unless otherwise agreed upon by both parties. Checks should be made payable to IndyHumane and mailed, along with a copy of the signed partnership form, to: IndyHumane - 7929 N. Michigan Road, Indianapolis, IN 46268.