

# 2019 Mutt Strut Sponsorship Agreement

Business: «Business» Name: «First» «Last»

Address: «Address», «CityST»

Phone: «Phone»

Email: «Email»

Please choose the level of sponsorship that you would like!

\_\_\_\_\_ **Platinum Paw:** Monetary Gift of \$2,000 OR an In-Kind gift of \$4,000

- ✓ Premium location and premium booth space of 10'x15' with table and chairs
- ✓ Pet-friendly activity and staffing provided to compliment booth
- ✓ Branded banner at event
- ✓ Large Logo in all print media as Platinum Paw Sponsor
- ✓ Large Logo in all electronic media with link to your website/Facebook
- ✓ Large Logo on CCHS website event page
- ✓ Name mentioned in all press releases and radio ads pertaining to Mutt Strut
- ✓ Stand-alone Facebook post linking to your website or Facebook page
- ✓ Opportunity to put brochure, coupon, or logoed-giveaway in all goodie bags (need 200)
- ✓ *Optional: First-come, first-serve option to sponsor logoed beer glasses (addtl. \$500)*
- ✓ Picture with Winning Individual Fundraisers & Special Recognition at the event
- ✓ One guest judge for best-of contest
- ✓ 2 Complimentary Mutt Strut Hoodie Sweatshirts (must provide sizes by April 15)

\_\_\_\_\_ **Gold Paw:** Monetary Gift of \$1,000 OR an In-Kind gift of \$2,000

- ✓ Premium location and 10' x 10' Booth Space
- ✓ Mid-size Logo in all print media as Gold Paw Sponsor
- ✓ Name in all electronic media
- ✓ Mid-size Logo on CCHS website event page
- ✓ Name mentioned in select press releases and radio ads pertaining to Mutt Strut
- ✓ Stand-alone Facebook post linking to your website or Facebook page
- ✓ Opportunity to put Business Cards or Coupon in Goodie Bags (need 200)
- ✓ Picture with Winning Individual Fundraisers & Special Recognition at the event
- ✓ 2 Complimentary Mutt Strut T-Shirts (must provide sizes by April 15)

\_\_\_\_\_ **Silver Paw:** Monetary Gift of \$500 OR an In-Kind gift of \$1,000

- ✓ Complimentary 10' x 10' booth space at event
- ✓ Name in all print media as Silver Paw Sponsor
- ✓ Name in select electronic media and Facebook posts
- ✓ Name on CCHS website event page with link to your website
- ✓ Opportunity to put Business Cards or Coupon in Goodie Bags (need 200)
- ✓ 1 Complimentary Mutt Strut T-Shirt (must provide size by April 15)

\_\_\_\_\_ **Friend of Mutt Strut:** Monetary Gift of \$250 OR an In-Kind gift of \$500

- ✓ Complimentary 10' x 10' booth space at the event
- ✓ Name on CCHS website event page
- ✓ Name included in newsletter

**Please answer:**

**Are you going to use  
your booth space at  
the event?**

\_\_\_ **YES**

\_\_\_ **NO**

TOTAL AMOUNT DUE by April 8<sup>th</sup> \$ \_\_\_\_\_

OR In-Kind Goods or Services Promised at or before the event \_\_\_\_\_

Signed

Date

CCHS STAFF SIG.



---

# Sponsor Booth Guidelines

Sunday, May 5, 2019 from 4 - 7pm

Dana Colbert Park, Savoy

*Rain or Shine!*

## ❖ Booth Site

- Booth space is 10'x15' for Platinum Paw Sponsors and 10'x10' for all other sponsors; if you need more space, please contact Rebecca.
- With the exception of Platinum Paw Sponsors, all sponsors are required to provide their own tables, chairs and tent and trash receptacle. We have no extra equipment on hand, so please make arrangements to bring your own.
- Booth site locations cannot be changed on the day of the event for any reason. If you would like to guarantee a Premium booth location, please see our Platinum and Gold Paw Sponsorships.
- No electrical power is available at booth sites.

## ❖ Parking

- Sponsors with booths can park in any spaces at Dana Colbert Park. Vehicles can be unloaded from the gravel parking lot but must park in the paved area.
- **Vehicles are not allowed on the lawn.**

## ❖ Cancellation

- Mutt Strut will proceed as scheduled, even in the event of inclement weather.

## ❖ Set Up and Tear Down

- **When you arrive, please find a volunteer with a Bright Orange name tag and ask for the Vendor Assistant.** This person will have a map of where your booth is located.
- Sponsors are responsible for their own load in, set up, tear down and load out.
- Load in and booth set up is from 1:30-3:30pm
- Booths are required to be set up by 3:30pm
- Booths must stay open until the event is completed. The event will be over by 7:30pm.

## ❖ Staffing

- Someone must be stationed at your booth at all times.
- The Champaign County Humane Society is not able to provide volunteers for booths.

## ❖ Activities

- Platinum Paw Sponsors receive help from the humane society to create and staff an activity at their booth.
- ALL Sponsors are welcome to distribute materials, promotional items, and gifts.
- Sponsors are encouraged (but not required) to host a special activity at your booth.

## Mutt Strut Sponsor Contact

Rebecca Ries

217-344-7297 or [Rebecca@cuhumane.org](mailto:Rebecca@cuhumane.org)



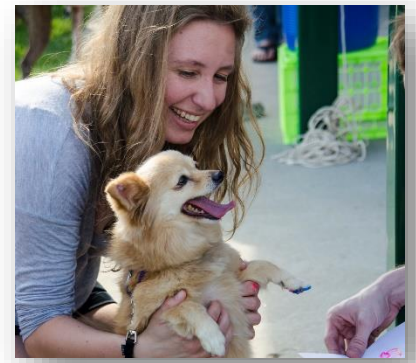
# MUTT STRUT 2019

## The Rundown

Sunday, May 5, 2019

Time: 4 - 7pm At: Colbert Park in Savoy

**What is it?** A fundraiser and celebration of *All Things Dog*: A dog walk followed by music, doggie activities, food & beer. Businesses support through sponsorships and in-kind gifts and individuals create fundraising pages to help raise awareness and much-needed funds for the humane society.



**Why is it important?** Funds given through the Mutt Strut help the Champaign County Humane Society stay an open-admission shelter, save lives, end pet homelessness, and advance our mission to instill compassion, kindness, and respect for animals as community values.

### Important Date for Sponsors!

**April 8<sup>th</sup>:** Due date for sponsorship forms and monetary payment - if applicable - to the Humane Society to receive full benefits. If you can't make payment by that time, or would like to pay by credit card, just email Rebecca.

**April 15<sup>th</sup>:** Due date for sponsors to email their t-shirt or hoodie sizes, if applicable, to [Rebecca@cuhumane.org](mailto:Rebecca@cuhumane.org)

