



2017 Mutt Madness Sponsorship Form

The Humane Society of Charles County's 17th all new two-day "Mutt Madness" will be held at the Charles County Fairgrounds on Saturday, October 7 and Sunday, October 8, 2017 from 10:00 a.m. to 4:00 p.m.

We urgently need help from our community businesses as sponsors for this year's Mutt Madness. *"It is the Mission of the Humane Society of Charles County to provide shelter and care for homeless, injured and neglected animals through adoption, fostering, community partnerships, education and affordable spay-neuter and vaccine services."* Your sponsorship will help provide that shelter and care, and let others know your business through your compassion and empathy toward animals.

Why sponsor 2017 Mutt Madness?

- ❖ Seize the opportunity to reach our approximately 2,000 event attendees.
- ❖ Advertise your business through our e-newsletter, which reaches over 10,000 supporters.
- ❖ Additional opportunities to:
 - Reach our 9,000 monthly visitors to our website.
 - Reach over 13,000 of our Facebook followers.
- ❖ Every single dollar raised goes directly to advancing our mission of sheltering and caring for homeless, injured and neglected animals.

Payment Information: If paying by Check or credit card, please fill out the sponsorship form and mail with check to:

Humane Society of Charles County
P.O. Box 1015
Attn: Mutt Madness Team
Waldorf, MD 20604

Sponsorship forms and payments can also be picked up! Please contact _____ at _____ and they will arrange a date and time that is convenient for you.

The Humane Society of Charles County is an independent shelter serving the Southern Maryland area since 1978. We are a 501(c)(3) non-profit organization funded solely by donations and grants. We do not receive support from national humane associations. Donations are tax deductible to the fullest extent allowed by law. Additionally, our EIN is 52-1212430.

Sponsorship Deadline: To guarantee name/logo placement on printed materials, payment and logo must be received by September 8, 2017.

For additional information or questions please contact muttmadness@humanesocietycc.org or call 301-932-8186.

On behalf of the Humane Society of Charles County and the 2017 HSCC Mutt Madness Team we look forward to working with you and thank you from the bottom of our hearts for your sponsorship.

Sabrina Hatfield
2017 HSCC Mutt Madness Project Planner



2017 Mutt Madness Sponsorship Levels

DON'T PASS UP THIS UNIQUE OPPORTUNITY! As a sponsor of Mutt Madness you have the opportunity to grow your business and reach a new market of loyal and dedicated supporters. By supporting The Humane Society of Charles County and the 2017 Mutt Madness you are helping to save thousands of homeless animals and giving them a second chance at finding their Furever Home!

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Sponsor Benefits	Mutt Angel \$250.00	Mutt Guardian \$500.00	Mutt Protector \$750.00	Mutt Defender \$1,000.00	Mutt Leader \$1,500.00	Mutt Advocate \$2,000.00	Mutt Champion \$3,000.00
Name/Logo placed on HSCC Website Homepage October 2017.							
Personalized plaque for display in your place of business.							
Your provided banner or sign displayed either at our lure chase, agility, dog contest/event area or at entrance.							
Your provided advert or company brochure placed in HSCC adoption packets from October 2017-March 2018.							
Name on reverse side of event t-shirt.							
Name/Logo placed on HSCC 2017 Mutt Madness web page.							
Vendor booth at 2017 Mutt Madness.			1 (8x8) Booth. One Day: Must select Saturday or Sunday.	1 (8x8) Booth. Both Days.	1 (8x8) Booth. Both days.	1 (8x8) Booth. Both days.	1 (8x16) Booth. Both days.
Recognition on HSCC Facebook page (Over 13k followers).							
Recognition in HSCC November 2017 e-newsletter (over 10k recipients)							
Name in Mutt Madness event program.							
Event t-shirts.	2 t-shirts	2 t-shirts	2 t-shirts	3 t-shirts	3 t-shirts	4 t-shirts	4 t-shirts
Event tickets.	2 tickets	2 tickets	2 tickets	3 tickets	3 tickets	4 tickets	4 tickets

