



2024 Signature Event Sponsorships

Gala for Animals

Saturday, June 1

at the Albany Capital Center

Oktopurrfest

Thursday, October 10

at Revolution Hall

Mohawk Hudson Humane Society
3 Oakland Avenue | Menands, NY 12204
events@mohawkhumane.org

We'd be **HONORED** ...

Our community relies on us to provide shelter, care and hopeful new beginnings for homeless pets. But that is only part of what we do.

Much of our work focuses on keeping families and their beloved companions together. We call it *Loved for Life*. Through low-cost wellness care, our pet food pantry, a behavior helpline, training classes and community outreach, we help keep pets with those who love them.

Our Humane Law Enforcement Program rescues animal victims of cruelty and advocates for their protection and justice. With veterinary and behavioral care, we give them every chance they they deserve to know a life free of pain and fear and filled with love.

Our community needs us and *we need you!* The Mohawk Hudson Humane Society's signature events provide a meaningful way for you to get involved.

We would be truly honored to have you join us.



Ashley Jeffrey Bouck
Chief Executive Officer

The Good We Do **TOGETHER**

2023 Statistics

2,136

pet adoptions

892

animals in foster care

1,700+

low-cost wellness
services

360

lost pets reunited
with their families

71

cruelty
investigations

96,207

pet meals provided

93%

live release rate



Gain visibility. Have fun. **BE INSPIRED!**

Get behind one or both of our 2024 events and help us transform lives.

Gala for Animals

Saturday, June 1, 2024
at the Albany Capital Center

This unforgettable night will feature inspiring animal stories celebrating the mission of MHHS, plus great food and drink, the company of caring friends and some very special animal guests!

- Honorary Chairs Jaime Ortiz and Jennifer Grogan, owners of Primary Food Group
- Hosted by NEWS10 ABC's Steve Caporizzo and CEO Ashley Jeffrey Bouck
- VIP Cocktail Reception and Gourmet Food Selections by Mazzone Hospitality
- Music and Dancing with Silver Arrow Band
- Silent Auction with Mobile Bidding plus Live and Mission Auctions

2023 Attendance - 330

Oktopurrfest

Thursday, October 10, 2024
at Brown's Revolution Hall

The Mohawk Hudson Humane Society presents the world's one and only Oktopurrfest, now in its 7th year.

This legendary feline-centric celebration features delicious fall fare, Brown's award-winning craft beer, great music, fun swag, and the highly anticipated crowning of the Feline Festmeister.

We'll also unveil the specially designed label featuring the winner of our Happy T'Ales Beer Label Contest and celebrate the winning pet!

Stay tuned for the announcement of our 2024 Honorary Chair.

This event has sold out at 250 for two years in a row. It's a hot ticket!

2023 Attendance - 250

We're popular. (You can be, too!)

Through 9/2023



57.7K+ average weekly website visitors
8K+ weekly home page visitors



52K+ followers
51K+ average weekly reach



26.2K active email contacts
25.3% average open rate



2024 Gala for Animals

Sponsorships and Benefits

	TITLE \$15,000	PREMIER \$10,000	HERO \$7,500	GUARDIAN \$5,000	COMPANION \$3,000	FRIEND \$1,500
Tickets & Naming						
Tickets	20	10	8	6	4	2
VIP Cocktail Reception	✓	✓	✓	✓	✓	✓
Naming Opportunity	*Full Event	**Included	***Included			

***Title Sponsor** This is an exclusive opportunity for only one company. It's YOUR event! Every mention will include your name in the title.

****Premier** Only three available: select Photo Booth, Kitten Corral or Mission Video Sponsor for your naming opportunity.

*****Hero** Only three available: select Live Auction, Virtual Auction or MHHS Mission Display for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in printed materials is 3/8/24.)

Name or Logo in All References	✓					
Name and Tags Exclusively in Facebook Posts	✓					
CEO/Rep Video	✓					
Attendee Gift with Your Logo	✓					
Printed Invitation (2,500)	Logo	Logo	Logo	Logo	Logo	Logo
Two Honorary Committee Listings	✓	✓	✓	✓	✓	✓
Logo & Link on MHHS Website	✓	✓	✓	✓	✓	✓
Color Program Ad	2 Full Pages	Full Page	Full Page	Full Page	Half Page	Quarter Page
Letter Inserts (approx. 1,500)	Logo	Logo	Logo	Name	Name	Name
E-Blasts (26,200+ each)	3 with Logo	3 with Logo	3 with Logo	2 with Name	2 with Name	2 with Name
Logo on Event Signage and Video	✓	✓	✓	✓	✓	✓

Table Sponsorship - \$2,500. Includes 10 VIP Cocktail Hour Tickets and Table Signage

Honorary & General Tickets

Honorary Committee Patron | \$1,500
6 Gala & VIP Cocktail Hour Tickets, Table Signage

Honorary Committee Couple | \$500
2 Gala & VIP Cocktail Hour Tickets

Honorary Committee Individual | \$275
1 Gala & VIP Cocktail Hour Ticket

Honorary Committee Young Professional Couple | \$425
(40 & under) Gala & VIP Cocktail Hour Tickets

Honorary Committee Young Professional Individual | \$225
(40 & under) 1 Gala & VIP Cocktail Hour Ticket

General Ticket - \$175
1 Gala Ticket



2024 Oktopurrfest Sponsorships and Benefits

Tickets & Naming	MEWNICH \$5,000	KATZE \$3,000	DIRNDL \$1,500	LEDERHOSEN \$750	PURROST \$500
Tickets	10	8	6	4	2
Naming Opportunity	*Title Sponsor	**Included			

*Title Sponsor You will RULE over Oktopurrfest! Every mention will include your name in the title.

**Katze Only three available: select Reigning Festmeister Video, Toast to the New Festmeister, or Raffle Display for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in printed materials is 8/2/24.)

Logo or Name & Tags in All Social Posts	✓				
Logo on BIG Building Banner for a Month	✓				
Logo or Name in Invitation (2,500)	Logo	Logo	Logo	Logo	Name
Logo & Link on MHHS Website	Logo	Logo	Logo	Logo	Logo
Flyers in Letters, Adoption Folders and at Events (2,000+)	Logo	Logo	Logo	Logo	Name
E-Blasts (26,200+ each)	3 with Logo	3 with Logo	3 with Name	3 with Name	3 with Name
Logo in Event Video and Signage	✓	✓	✓	✓	✓

Honorary & General Tickets

Honorary Committee Couple | \$195

2 Oktopurrfest Tickets, Including 4-Pack of Beer and Swag

Honorary Committee Individual | \$100

1 Oktopurrfest Ticket, Including 4-Pack of Beer and Swag

Honorary Committee Young Professional Couple | \$165

2 Oktopurrfest Tickets, Including 4-Pack of Beer and Swag

Honorary Committee Young Professional Individual | \$85

1 Oktopurrfest Ticket, Including 4-Pack of Beer and Swag

General Ticket | \$55

1 Oktopurrfest Ticket





TRANSFORMING THE LIVES OF ANIMALS AND PEOPLE
THROUGH PARTNERSHIPS, PROTECTION AND HOPE

For further information on sponsorship opportunities and
other ways to support the work of MHHS, please contact:

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