

April 2017

Business Owner
Champaign/Urbana Area



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WOOF! WOOF!

THANKS SO MUCH for all you give back to our community! We would love to have the opportunity and offer you some visibility for all the good you do for the animals here! Thanks so much for your consideration!

Hello! As a leader of your business, you no doubt understand the need for a place to go when all of your other options have run out. That one colleague or friend who always has sound advice, or that business partner that does 1-day turnaround to get you what you need, every time. The Champaign County Humane Society is that place for companion animals in our community.

Lincoln's Story: Lincoln was given up because he was strong and willful. He was afraid of other dogs. He was quick to learn, but also growled when we got too close to his food bowl. We didn't give up on him and started training him - every day. We kept training him, even after he came back from four adoptive homes. He had a good heart and deserved to find love and a forever home, and he finally did.

Our efforts to be the place where pet owners turn to when there are no other options, end pet homelessness, and instill respect, kindness, and compassion in our community can't be realized unless we have the support of everyone.



Lincoln with his forever family!

That's where you come in!


Will you help animals like Lincoln and give a sponsorship to our 2017 Mutt Strut. You'll get visibility¹ to help you in your business AND be able to say that *you* helped end pet homelessness and educate thousands of people in our community about the humane care and treatment of animals.

If you would like to have a discussion about Mutt Strut, you can contact me directly at 217-344-7297, or at Heidi@cuhumane.org. More information regarding the event, sponsorship levels, and sponsor booth guidelines are



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Over, please 

attached. We hope you can join us! I hope to hear from you soon, and thank you in advance for your consideration!

With barks and howls of gratitude,

Heidi

Heidi Zulauf-Mulderink
Development Director

P.S. Though Mutt Strut isn't until May 7th, we'd love to know if we have your support as soon as possible!

¹ Did you know about these three BIG benefits of helping in the community?

- 1) 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality. Ref: [2013 Cone Communications/Echo Global CSR Study](#)
- 2) 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause. Ref: [2013 Cone Communications/Echo Global CSR Study](#)
- 3) 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the U.S. and 38% in Canada). Ref: [Nielsen 2013 Consumers Who Care Study](#)



MUTT STRUT 2017

The Rundown

When & Where? Sunday, May 7, 2017 from 4 – 7pm
at Crystal Lake Park in Urbana

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 Dates: **April 5th:** Please have your sponsorship forms in the mail to us. If you'd like an electronic copy, please email Heidi@cuhumane.org.

May 7th: Mutt Strut Event

May 15th: Sponsorship gifts graciously requested by this time.

Y YES! I/We will Sponsor Mutt Strut & save lives!

2017 Mutt Strut Sponsorship Agreement

Business: _____ Name: _____

Address: _____

Phone: _____ Email: _____

Please choose one and circle monetary gift or in-kind

Titanium Paw, Gift: \$1,250 | In Kind: \$2,500

- ✓ Premium location with table and chairs for Sponsor Booth
- ✓ Logo in all print media as Titanium Paw Sponsor
- ✓ Logo in all electronic media with link to your website/Facebook
- ✓ Stand-alone Facebook post linking to your website or Facebook page
- ✓ Brochure or logoed-giveaway in all goodie bags (you provide, need 200)
- ✓ *Optional: First-come, first-serve option to sponsor logoed beer glasses (addtl. \$750)*
- ✓ Picture with Winning Individual Fundraisers & Special Recognition at the event
- ✓ One guest judge for best-of contest
- ✓ 2 Complimentary Mutt Strut Hoodie Sweatshirts**

Platinum Paw, Gift: \$750 | In-Kind: \$1,500

- ✓ Premium location for Sponsor Booth
- ✓ Logo in all print media
- ✓ Stand-alone Facebook post linking to your website or Facebook page
- ✓ Business Cards or Coupon for Goodie Bags (you provide, need 200)
- ✓ Picture with Winning Individual Fundraisers & Special Recognition at the event
- ✓ Name in all electronic media with link to your website/Facebook page
- ✓ Two Complimentary Mutt Strut T-Shirts**

Gold Paw, Gift: \$500 | In-kind: \$1,000

- ✓ Complimentary space for Sponsor Booth at event
- ✓ Business Cards or Coupon for Goodie Bags (you provide, need 200)
- ✓ Name included in select print media
- ✓ Name included in select electronic media with link to your website/Facebook
- ✓ One Complimentary Mutt Strut T-Shirt**

Silver Paw, Gift: \$250 | In-kind: \$500

- ✓ Complimentary space for Sponsor Booth
- ✓ Name included in select electronic media

Bronze Paw, Gift: \$175 | In-kind: \$350

- ✓ Complimentary space for Sponsor Booth
- ✓ Name included in newsletter

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While we do not
need your gift right
away*, please help us
plan for a successful
event & return
this completed
form by April 5th
in the enclosed
envelope. Thank you!

* We graciously ask that you send in your gift no later than May 15, 2017.

**We graciously ask that you email your unisex t-shirt/hoodie sizes to Heidi no later than April 15, 2017.

➤ **Questions?** Contact Development Director, Heidi Zulauf-Mulderink at 217-344-7297 or heidi@cuhumane.org



Sponsor Booth Guidelines

Sunday, May 7, 2017 from 4 – 7pm

Crystal Lake Park, Urbana

Rain or Shine!

➤ Booth Site

- Booth space is 10'x10'; if you need more space, please contact Heidi*.
- With the exception of Titanium 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 Titanium and Platinum Paw Sponsorships.
- No electrical power is available at booth sites.

➤ Parking

- Sponsors with booths can park in the spaces at the Crystal Lake Pavilion. Vehicles can be unloaded from these parking spaces. Your car can be left at the Pavilion parking lot for the length of the event.
- **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

- Sponsors are welcome and encouraged to distribute materials, promotional items, and gifts.
- Sponsors are encouraged (but not required) to host a special activity at your booth. If you would like to discuss ideas, please contact Amanda Caseltine at Amanda@cuhumane.org or at 217-344-7297.

*Mutt Strut Contact: Heidi Zulauf-Mulderink: 217-344-7297 or Heidi@cuhumane.org