



Dane County Humane Society
Helping People Help Animals

5132 Voges Road • Madison, WI 53718
(608) 838-0413 • giveshelter.org

Your Sponsorship Makes a Difference in Thousands of Lives!



Dane County Humane Society has been working with donors to save lives for nearly 100 years as your private, independent, nonprofit shelter.

PRIVATE – DCHS is primarily funded by donations. We are not a government agency and we do not receive funding from any level of government.

INDEPENDENT – DCHS is your local animal shelter and resource. We are not a part of any larger organization, although we do partner with other shelters, rescues, and nonprofits for special projects.

We are proud to be an open admission shelter with an adoption guarantee, thanks to YOU!

OPEN ADMISSION – We pledge to never turn away an animal in need. DCHS is committed to keeping our doors open for the people and animals in our community.

ADOPTION GUARANTEE – All healthy and treatable animals are guaranteed safety and shelter with us for as long as it takes for them to find a forever home.

Dane County Humane Society relies on YOUR generosity to make incredible things happen.

Thanks to our supporters in 2017:

- **751 lost pets** were reunited with their owners
- **1,360 dogs** and **1,657 cats** found forever homes
- **4,097 injured and orphaned wild animals** were treated in our wildlife center
- We increased our save rates to **90% for all companion animals**

** This puts us in the very top tier for shelters nationwide! **

In total, over 8,500 animals find refuge, care, and compassion each year, because of sponsorships and support from YOU!

Your event sponsorship goes directly to making all of this possible! Join us to continue saving lives, forming new families, and caring for Wisconsin's native wildlife in the coming years. Thank you!



Why invest your money with DCHS?

It's All in the Numbers

- 38,000** Facebook, Twitter, & Instagram followers
- 37,500** DCHS homepage views per month
- 26,000** unique website visitors per month
- 11,500** *Pawprint* e-newsletter subscribers
- 9,500** *Family Tails* bi-annual newsletter readers
- Thousands** of annual event attendees

Our extensive online and media presence allows our event sponsors to reach tens of thousands of DCHS supporters (AKA your new customers!).

According to the 2015 Global CSR study, 90% of surveyed consumers said that when caught between two products of similar price and quality, they will most likely to switch to the brand associated with a good cause. **We'll help spread the word that your organization is doing great work in Dane County!**

Plus, corporate philanthropy does wonders for attracting and retaining great talent! 76% of workers would choose to work for a socially responsible company, even if the salary would be less than at other companies, according to the 2016 Cone Communications "Employee Engagement Study." Connect with DCHS, and you just might find yourself with a business full of hard-working **and pet loving** employees!



Event sponsors also receive benefits outlined in the Levels & Benefits page for each event. If you have something special in mind, or would like to explore your options, let us know! We're always happy to learn more about your goals and design something custom for you!

By aligning your business with DCHS, you show your neighbors, community, and employees that you are helping make Dane County a better home for all.

Your event sponsorship continues this lifesaving work. Thank you!

Sarah Linn

Sarah Linn
Development & Marketing Supervisor
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DCHS is a private, nonprofit, charitable organization, not a government or federally funded program. We depend on corporate sponsorships, individual donations, and modest fees for service to help thousands of companion, exotic, wild, and farm animals annually. Federal ID #39-0806335

Toto's Gala - Sponsorship Levels & Benefits



Join us at our 5th annual Toto's Gala celebrating animals on their yellow-brick-road journeys to find loving homes. Meet puppy greeters, enjoy cocktails and dinner, and hear heartwarming stories of how your support saves lives each year.

Then, slip on those ruby dancing shoes for the debut of our "You're Not in Kansas Anymore" after-party!

Location: Monona Terrace

Event Date and Times: Friday, March 2, 2018

6-7 pm Cocktail Hour

7-9 pm Dinner and Presentation

9-11 pm After-Party

Attire: Semi-formal



PLATINUM SPONSOR - \$10,000

- **Cocktail Hour Sponsorship – CLAIMED**
- **After-Party Sponsorship – CLAIMED**
- Table of 8 with premiere seating at the event
- Individual verbal acknowledgement at the event and opportunity to address audience
- Logo included on invitation, if sponsorship confirmed by December 15, 2017
- Full color logo with live link on event webpage
- Logo displayed on welcome easel, on screen, event program, and table tents
- Individual social media shout out

GOLD SPONSOR - \$5,000

- Table of 8 with premiere seating at the event
- Individual verbal acknowledgement at the event
- Logo included on invitation, if sponsorship confirmed by December 15, 2017
- Full color logo and live link on event webpage
- Logo displayed on welcome easel, on screen, event program, and table tents
- Individual social media shout out

SILVER SPONSOR - \$2,500

- Table of 8 with premiere seating at the event
- Individual verbal acknowledgement at the event
- Business name included on invitation, if sponsorship confirmed by December 15, 2017
- Full color logo and live link on event webpage
- Logo displayed on welcome easel, on screen, event program, and table tents

BRONZE SPONSOR - \$1,500

- Table of 8 at the event
- Verbal acknowledgement at the event
- Full color logo and live link on event webpage
- Logo displayed on welcome easel, on screen, and table tents

COMPANY TABLE - \$1,000

- Table of 8 at the event (a \$200 table discount)
- Business name with live link on event webpage
- Logo displayed on welcome easel and table tents



Bark & Wine - Sponsorship Levels & Benefits



Explore Dane County Humane Society's Main Shelter at our 16th annual Bark & Wine celebration, featuring hors d'oeuvres by Liliana's Restaurant, live and silent auctions, cash bar, live music and an opportunity to meet many of our adoptable and alumni animals!

Location: DCHS Main Shelter - 5132 Voges Road

Event Date: Saturday, September 29, 2018

Attire: Business Casual

BEST IN SHOW - \$5,000

- Receive 8 VIP reservations to event
- Spoken acknowledgement by the event emcee
- Opportunity to address guests
- Full color logo and live link on event webpage
- Logo included on invitation, if confirmed by July 9, 2018
- Logo included on welcome easel at the event
- Receive a full-page ad in the event program.
 - Requirements: 4.5"w x 7.5"h black & white, high resolution image required (300 dpi minimum) pdf, tiff or jpeg please. Must be submitted to DCHS by Aug. 31, 2018

TOP DOG - \$2,500

- Receive 6 VIP reservations to event
- Spoken acknowledgement by the event emcee
- Full color logo and live link on event webpage
- Logo included in promotional materials
- Logo included on welcome easel at the event
- Receive a half-page ad in the event program.
 - Requirements: 4.5"w x 3.68"h black & white, high resolution image required (300 dpi minimum) pdf, tiff or jpeg please. Must be submitted to DCHS by Aug. 31, 2018



PACK LEADER - \$1,500

- Receive 4 VIP reservations to event
- Spoken acknowledgement by the event emcee
- Full color logo and live link on event webpage
- Logo included on welcome easel at the event
- Receive a quarter-page ad in the event program.
 - Requirements: 2.1167"w x 3.68"h black & white, high resolution image required (300 dpi minimum) pdf, tiff or jpeg please. Must be submitted to DCHS by Aug. 31, 2018



CAT'S MEOW - \$1,000

- Receive 2 VIP reservations to event
- Business name with live link on event webpage
- Logo included on welcome easel at the event
- Publish black & white logo in the event program

TAIL WAG - \$500

- Receive 2 general admission event tickets
- Business name with live link on event webpage
- Business name included on welcome easel at the event
- Business name listed in the event program

Dogtoberfest - Sponsorship Levels & Benefits



Live music and tasty brews are sure to bring a wag to every tail as Dane County Humane Society welcomes nearly 1,000 guests to Capital Brewery's beautiful bier garden. Enjoy live bluegrass music and a gorgeous Wisconsin fall day with our canine friends and fellow DCHS supporters!

Location: Capital Brewery – 7734 Terrace Avenue, Middleton

Event Date: Sunday, September 16, 2018

PROST! PRESENTING SPONSOR - \$12,500

- Full color logo on event signage – *if sponsorship confirmed by July 30*
- Full color logo with link to your website on DCHS event webpage and banner on our Facebook event
- Individual acknowledgement across DCHS social media
- Individual recognition by event emcee throughout event
- Event admission for 25 guests
- 10'x10' booth space at event
- Opportunity to contribute to goodie bags for attendees – *if items are at DCHS by Aug. 24*



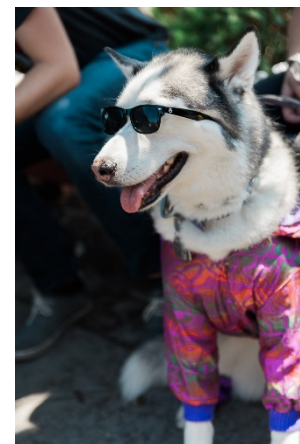
STEIN & SCHNITZEL SPONSOR - \$5,000

- Full color logo on event signage – *if sponsorship confirmed by July 30*
- Full color logo with link to your website on DCHS event webpage
- Individual acknowledgement across DCHS social media
- Individual recognition by event emcee throughout event
- Event admission for 15 guests
- 10'x10' booth space at event
- Opportunity to contribute to goodie bags for attendees – *if items are at DCHS by Aug. 24*



DIRNDL & LEDERHOSEN SPONSOR - \$2,500

- Business name on event signage – *if sponsorship confirmed by July 30*
- Full color logo with link to your website on DCHS event webpage
- General recognition by event emcee
- Individual acknowledgement by emcee during **costume contest**
- Event admission for 10 guests
- 10'x10' booth space at event
- Opportunity to contribute to goodie bags for attendees – *if items are at DCHS by Aug. 24*



BIERGARTEN SPONSOR - \$1,000

- Business name on event signage – *if sponsorship confirmed by July 30*
- Business name with link to your website on DCHS event webpage
- General recognition by event emcee
- Event admission for 6 guests
- 6' table space at event
- Opportunity to contribute to goodie bags for attendees – *if items are at DCHS by Aug. 24*

WILLKOMMEN SUPPORTER - \$500

- Business name with link to your website on DCHS webpage
- General recognition by event emcee
- Event admission for 4 guests
- Opportunity to contribute to goodie bags for attendees – *if items are at DCHS by Aug. 24*