



MUTT  STRUT

INDYHUMANE

TAKE THE LEAD!

MUTT STRUT 2017

Sponsorship Opportunities

SATURDAY, APRIL 29, 2017

AT THE LEGENDARY

Indianapolis Motor Speedway

BENEFITING THE HUMANE SOCIETY OF INDIANAPOLIS

WHAT IS Mutt Strut?

Mutt Strut is the largest annual fundraiser supporting the **Humane Society of Indianapolis**. Each year, more than **7,000 participants**, fundraisers, and their pets come together to raise more than **\$300,000** for pets in need.

Mutt Strut 2017 will celebrate its 12th year at the **legendary Indianapolis Motor Speedway**, home to the world-famous Indianapolis 500. Participants will take part in the **2.5-mile strut** around the iconic race track, visit sponsors and vendors at the **Party on the Plaza**, and share in **pet contests and activities**. All while supporting thousands of pets in need at IndyHumane!

Mutt Strut 2017 will take place **Saturday, April 29**. The party will begin at 9:30am, and the strutting will start at 11:00am.

WE LOOK FORWARD
TO IT EVERY YEAR
THAT IT NOW
HAS **BECOME A
TRADITION!**

-JESSICA L.

I LOVE EVERYTHING,
I CAN'T NARROW IT
DOWN! I LOVE THE
PEOPLE, THE DOGS.
IT'S A GREAT EVENT.

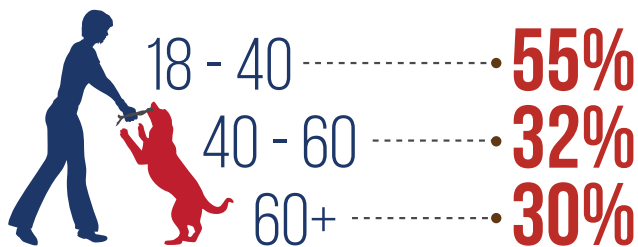
-KAREN T.

**I LOVE THE
EXCITEMENT OF
THE EVENT. I LOVE
INDYHUMANE AND
THE WORK THEY DO!**

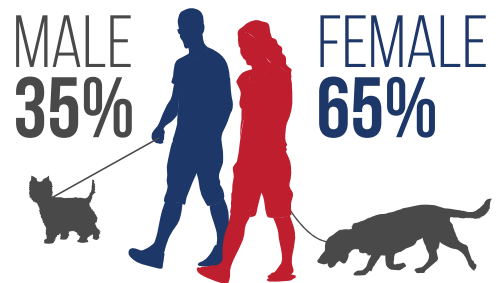
-BRENT K.

SHOWCASE YOUR BRAND TO 7,000 participants!

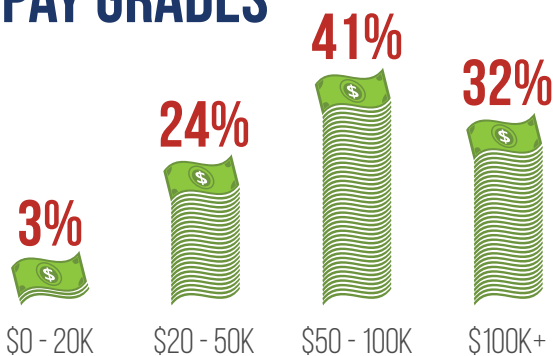
PARTICIPANTS RANGE IN AGE



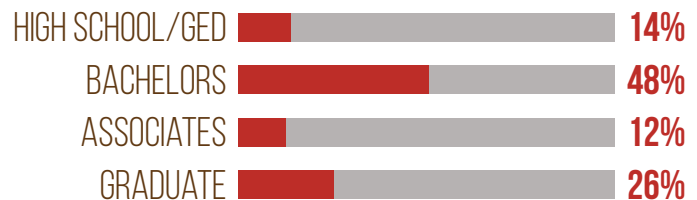
AND GENDER AUDIENCES



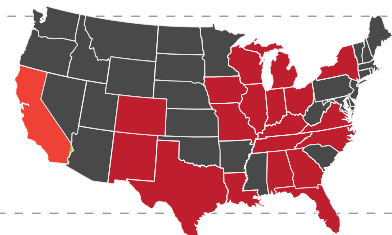
THEY HAVE VARYING PAY GRADES



DIFFERING EDUCATION LEVELS



AND TRAVEL FROM 20 STATES TO PARTICIPATE



SHOWCASE YOUR BRAND IN FRONT OF **OVER 7,000** ACTIVE MEMBERS OF THE COMMUNITY

YOUR COMPANY CAN ESTABLISH ITSELF AS A SOLID SUPPORTER FOR THE WELFARE OF ANIMALS AND THE MISSION OF INDYHUMANE

Mutt Strut has something for everyone!

READY TO STRUT YOUR STUFF?

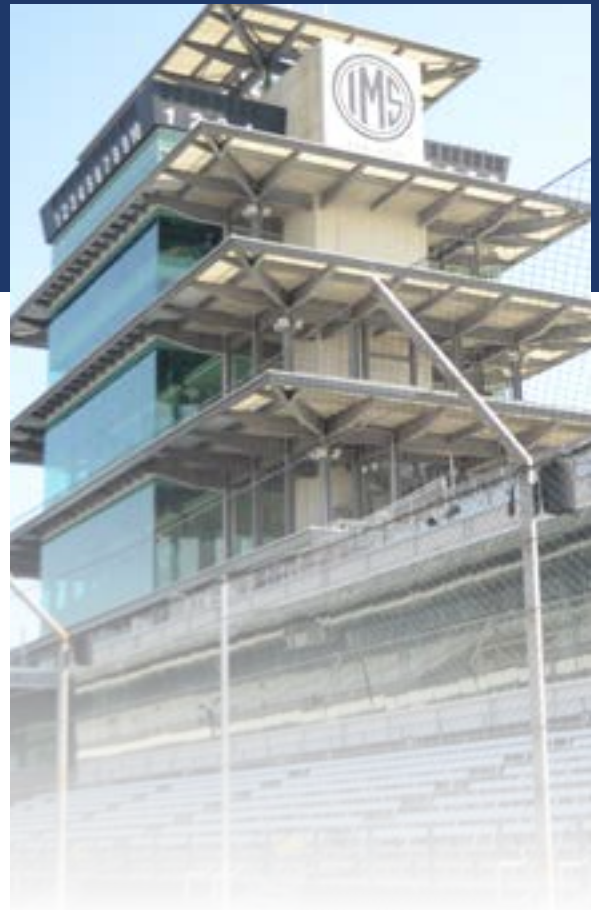
Get in touch!

(317) 872-5650, ext 129
sponsorships@indyhumane.org

Want to set the pace?

ASK ABOUT THESE SPECIAL SPONSOR OPPORTUNITIES!
FIRST-COME, FIRST-SERVED — SO ACT FAST!

LOGO OR ADVERTISEMENT ON
IMS PAGODA DISPLAYS
FOR ALL MUTT STRUT 2017 PARTICIPANTS TO SEE



HOST & SHARE IN ONE-OF-A-KIND

VIP EXPERIENCES

WHERE OUR TOP STRUTTERS MEET AND MINGLE

...and more to come!

Sponsor OPPORTUNITIES

	BEST IN SHOW	BEST IN GROUP	BEST IN BREED	RESERVE
INVESTMENT:	CONTACT	\$3,000	\$2,000	\$1,000
EVENT COLLATERAL & MARKETING				
Email addresses for opted-in Mutt Strut 2017 participants	•	•		
Logo on posters	•	•	•	
Logo on participant T-shirts	•	•	•	
Name on participant T-shirts				•
Logo on volunteer T-shirts (300+)	•	•	•	
Logo and link on IndyMuttStrut.org	•	•	•	•
Logo and link in IndyHumane Facebook Album	•	•	•	
Logo and link in Mutt Strut Facebook Album	•	•	•	•
Social media mentions (IndyHumane)	TBD	1		
Social media mentions (Mutt Strut)	TBD	2	1	
Print newsletter mention	•			
E-newsletter mention	•	•		
Print & E-newsletter ads	1 each			
Recognition in press releases and media advisories	•			
Banner for your business	•	Upon request (additional charge)		
Insert in participant packets (sponsor provides)	•	•	•	•
ON-SITE AT EVENT				
Logo on Mutt Strut 2015 banners	•	•		
Complimentary registrations	TBD	10	8	5
Booth (table and tent) at Party on Pagoda Drive	Yes!	Yes!	Yes!	Yes!

IndyHumane's Reach

INDYHUMANE.ORG
65,700+
VISITORS/MONTH

INDYHUMANE FACEBOOK
42,300+ LIKES
16,800 AVG. DAILY REACH

MUTT STRUT FACEBOOK
6,800+ LIKES
2,500 AVG. DAILY REACH

FURR-E-MAIL E-NEWSLETTER
DELIVERED TO
44,000+
ADDRESSES
FIRST FRIDAY OF EACH MONTH

INDYMUTTSTRUT.ORG
14,500
VISITORS/WEEK

@INDYHUMANE
11,100+
FOLLOWERS

@MUTTSTRUT
2,300+
FOLLOWERS

Vendor OPPORTUNITIES

VENDOR BOOTH REGISTRATION: \$500

IndyHumane is excited to announce Party on the Plaza Vendor opportunities at a reduced cost for small businesses and boutiques interested in gaining exposure and supporting IndyHumane. Vendors are not provided sponsorship recognition, and are not listed as sponsors on Event website.

Vendors may sell any item that does not violate the terms and conditions of the Event or of the Humane Society of Indianapolis

- All vendor booths provided with (1) 8' table and (2) chairs, listing in Mutt Strut 2017 collateral
 - 10x10 tent may be reserved for an additional \$100
 - Four complimentary registrations
- Contract and payment must be submitted by April 7, 2016 to be included with printed materials.
 - Electrical service and Wi-Fi are not available

Email muttstrut@indyhumane.org
or call **(317) 872-5650, ext 121** for more information.

NONPROFIT BOOTH REGISTRATION: \$35

Mutt Strut participants are engaged, civic-minded, and ready to help. We welcome partnerships with qualifying 501(c)3 organizations interested in meeting our participants face-to-face.

Nonprofits may **NOT** fundraise at Mutt Strut, nor are they permitted to distribute any item that violates the terms and conditions of the Event or the Humane Society of Indianapolis (see contract, separate).

- All nonprofit booths provided with (1) 8' table and (2) chairs, listing in Mutt Strut 2017 collateral
 - 10x10 tent may be reserved for an additional \$75
 - Four complimentary registrations provided
- Contract and payment must be submitted by April 7, 2017, to be included with printed materials
 - Electrical service and Wi-Fi are not available

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THESE TWO MEAN THE WORLD TO ME. WE'VE BEEN THROUGH
A LOT TOGETHER — INCLUDING SO MANY MUTT STRUTS!
I COULDN'T BE MORE PROUD TO BE A PART OF THE EVENT AND
HELP BUILD FAMILIES LIKE TUTTLE AND COOPER ARE TO ME.

James, Cooper, & Tuttle
MUTT STRUT'S **TOP DOGS 2017**



PHOTO COURTESY OF
STACY ABLE PHOTOGRAPHY

Join in the fun and help

#PACKTHETRACK FOR INDYHUMANE!

