



# LEAD THE PACK

*with Indy Humane*



**MUTT STRUT 2019 SPONSOR OPPORTUNITIES**

# What is MUTT STRUT?

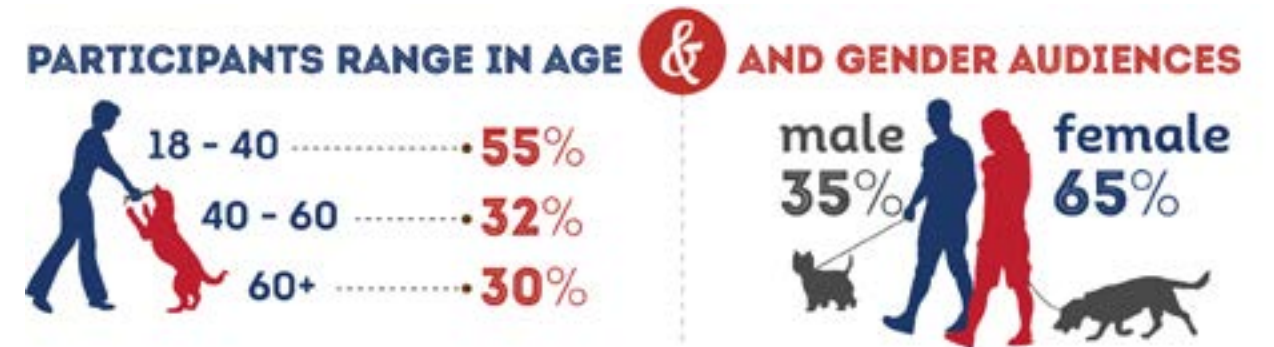
Mutt Strut is the largest annual fundraising event in support of IndyHumane, an independent 501(c)(3) nonprofit organization serving animals in Central Indiana. Each year, 5,000 participants and their pets raise nearly \$300,000 for animals in need.

In 2019, Mutt Strut will celebrate its 16th year at the legendary Indianapolis Motor Speedway, home to the world-famous Indianapolis 500. Participants will walk along the Grand Prix race track, visit sponsors and vendors, and enjoy the Party on the Plaza, and pet contests and activities. All while raising funds for the animals!

Mutt Strut 2019 will take place Saturday, April 27. We hope you'll be joining us!



# Showcase your brand to 5,000 PARTICIPANTS!



**AND TRAVEL FROM  
20 STATES  
to participate**



Your company can establish itself as a  
**SOLID SUPPORTER FOR THE WELFARE OF ANIMALS  
AND THE MISSION OF INDYHUMANE**



# WANT TO SET THE PACE?

Take the lead and become a 2019

## PRESENTING SPONSOR!

PRESENTING SPONSORS RECEIVE ALL SPONSOR BENEFITS, AS WELL AS OPPORTUNITIES LIKE...

- Sponsor presence on one of the turns of the Grand Prix Road Course
- Logo on the Pagoda Screen
- Additional complimentary registrations
- High visibility of your booth and display vehicles
- Significant visibility on IndyHumane and Mutt Strut social media
- Custom perks for your guests, such as a sponsor lounge with refreshments



Host & share in one - of - a - kind

### VIP EXPERIENCES

where our top strutters meet and mingle!

#### 2019 MUTT STRUT PRESENTING SPONSOR

*\$30,000 investment*

- Listed as 2019 Mutt Strut "presented by" sponsor
- Sponsor presence on one of the turns of the walking course
- Logo on Pagoda screen
- 50 complimentary registrations
- High visibility of your booth and/or display vehicles
- Significant visibility on IndyHumane/Mutt Strut social media
- Custom perks for your guests (i.e. sponsor lounge access)

#### PARTY ON THE PLAZA PRESENTING SPONSOR

*\$20,000 investment*

- Listed as Party on the Plaza, "presented by" sponsor
- Sponsor presence on one of the turns of the walking course
- Logo on Pagoda screen
- 30 complimentary registrations
- High visibility of your booth and/or display vehicles
- Significant visibility on IndyHumane/Mutt Strut social media
- Custom perks for your guests (i.e. sponsor lounge access)

Each **PRESENTING SPONSOR** opportunity also includes some customized benefits. If interested, reach out for more details!

# SPONSORSHIP OPPORTUNITIES

(\$2,500 - \$10,000)

OPPORTUNITY	BEST IN SHOW	PAGODA	PIT LANE	GASOLINE ALLEY
<b>INVESTMENT</b>	\$10,000	\$7,500	\$5,000	\$2,500
<i>Event Collateral &amp; Marketing</i>				
Custom Sponsorship Opportunity: Opening Ceremonies & Green Flag / Paw Check Stations / Volunteer Lounge / Entertainment	Your Choice			
Event Posters	Logo	Logo	Name	Name
Participant T-Shirts	Logo	Logo	Name	Name
Logo on Mutt Strut Website	Yes	Yes	Yes	Yes
IndyHumane Social Media Mentions	Yes (2)	Yes (1)	-	-
Mutt Strut Social Media Mentions	Yes (3)	Yes (2)	Yes (1)	-
E-Newsletter Mention	Yes (2)	Yes (1)	-	-
Insert in Participant Packets (Sponsor Provides)	Yes	Yes	Yes	Yes
<i>On-Site at Event</i>				
Booth (table + 2 chairs) at Party on Pagoda Drive	Yes	Yes	Yes	Yes
Logo on Mutt Strut Banners	Yes	Yes	-	-
Complimentary Registrations	Yes (15)	Yes (10)	Yes (8)	Yes (5)

## READY TO STRUT YOUR STUFF?

The sponsorship deadline for Mutt Strut 2019 is **APRIL 5, 2019!**

So if you're ready to sign up as a Mutt Strut 2019 sponsor **OR** if you have questions, get in touch today!

*Christy Shepard*  
**INTERIM CHIEF DEVELOPMENT OFFICER**  
 (317) 872-5650, ext 121  
 cshepard@indyhumane.org