



STRUT YOUR STUFF

with Indy Humane



MUTT STRUT SPONSORSHIP 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, 4,000 participants and their pets raise more than \$300,000 for animals in need.

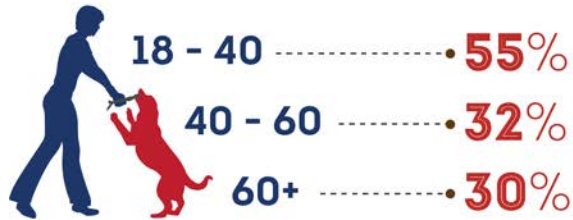
In 2020, Mutt Strut will celebrate its 17th year at the legendary Indianapolis Motor Speedway, home to the world-famous Indianapolis 500. Participants will walk along the Grand Prix race track, visit sponsors and vendors, and enjoy the Party on the Plaza, and pet contests and activities. All while raising funds for the animals!

Mutt Strut 2020 will take place Saturday, April 25. We hope you'll be joining us!



Showcase your brand to 4,000 PARTICIPANTS!

PARTICIPANTS RANGE IN AGE  AND GENDER AUDIENCES



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 2020

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!

2020 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

(\$1,000 - \$10,000)

OPPORTUNITY	BEST IN SHOW	PAGODA	PIT LANE	GASOLINE ALLEY	PACE CAR
INVESTMENT	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
<i>Event Collateral & Marketing</i>					
Custom Sponsorship Opportunity: Opening Ceremonies / VIP Lounge / Entertainment Paw Check Stations / Volunteer Lounge	Your Choice		Photo Booth		
Event Posters	Logo	Logo	Name	Name	
Participant T-Shirts	Logo	Logo	Name	Name	
Logo on Mutt Strut Website	Yes	Yes	Yes	Yes	Yes
Mutt Strut Social Media Mentions	Yes (5)	Yes (3)	Yes (1)	Yes (1)	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)	Yes (5)

READY TO STRUT YOUR STUFF?

The sponsorship deadline for Mutt Strut 2020 is **APRIL 1, 2020**
Sign up by **MARCH 1** to guarantee placement on printed materials

So if you're ready to sign up as a Mutt Strut 2020 sponsor
OR if you have questions, get in touch today!

Jill Bennett

EVENTS AND CORPORATE RELATIONS OFFICER

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