



STRUT YOUR STUFF

and support IndyHumane

OCTOBER 23, 2021
VICTORY FIELD

*2020-2021
Top Dog Sonny*



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, thousands of participants and their pets come together to fundraise for animals in need.

In 2021, Mutt Strut will celebrate its 18th year. Participants will enjoy live entertainment, visit sponsors and vendors, pet contests and activities, all while raising funds for the animals! We hope you'll join us!

Showcase your brand to **PET-LOVING PARTICIPANTS!**



SPONSORSHIP OPPORTUNITIES

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

OPPORTUNITY	ELITE	PLATINUM	GOLD	SILVER	BRONZE
INVESTMENT	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Event Collateral & Marketing					
Custom Sponsorship Opportunity: Opening Ceremonies / 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	
On-Site at Event					
Booth (table + 2 chairs) on Vendor Concourse	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 is **JULY 30, 2021**
Sign up today to guarantee placement on printed materials

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

Jill Bennett

CORPORATE RELATIONS AND EVENTS MANAGER

(317) 872-5650, ext 121

jbennett@indyhumane.org

WANT TO SET THE PACE?

Take the lead and become a 2021

PRESENTING SPONSOR!



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

Sponsor presence on site at event
Additional complementary registrations
High visibility of your booth and vehicles
Significant visibility on 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!

MUTT STRUT PRESENTING SPONSOR

\$30,000 investment

Listed as 2021 Mutt Strut "presented by" sponsor

Sponsor presence on the walking course

Custom perks for your guests (i.e. sponsor lounge access)

Significant visibility on IndyHumane/Mutt Strut social media

High visibility of your booth and/or display vehicles

50 complimentary registrations

RED CARPET PAW-TY PRESENTING SPONSOR

\$20,000 investment

Listed as Red Carpet Paw-ty, "presented by" sponsor

Sponsor presence at Red Carpet Paw-ty VIP lounge

Inclusion in event programs and printed materials

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!