



HUMANE SOCIETY
FOR HAMILTON COUNTY

WOOFSTOCK

SURVIVOR 5K  DOG WALK



**2026 EVENT
SPONSORSHIP
PROPOSAL**

5K | DOG WALK | VENDORS

Benefiting the Humane Society
for Hamilton County

JOIN US

AUGUST 8, 2026*

8-11:00am

Launch Fishers

The funds raised will directly benefit the Humane Society for Hamilton County in our mission to give every animal a chance to live, love and be loved regardless of age, breed or medical condition.

Get moving at the Woofstock Survivor 5K and Dog Walk! This timed, 5K course can be run, jogged or walked by the whole family - leashed and in-stroller pups included. The celebration continues after the race with a post-race party featuring music, drinks from our exclusive sponsors, and vendors! Over 850 people attended the event in 2025.

All sponsors receive a vendor booth. We warmly invite all attendees to stop by your booth for an exciting opportunity to win an Amazon gift card! To participate, vendors simply need to sign the attendee's entry form. This not only enhances their chances of winning but also helps drive more foot traffic to your booth. Don't miss out on this fantastic chance to engage with potential customers!

As a sponsor, your exposure starts long before the event by connecting our sponsors with a vast and fiercely loyal social media network of **over 130,000 followers!** Depending on the sponsorship level you choose, our sponsors also get an item in the swag bag, event tickets, and so much more.



ABOUT US

HSHC is one of the **only** open admission, **truly** no-kill shelters in the United States.



The Humane Society for Hamilton County (HSHC) is an award-winning, nationally recognized organization that, to date, has the highest live release rates (**98%**) for any open-admission, municipal shelter in the country that operates as truly no-kill.

Our truly no-kill philosophy means that we value the lives of all animals irrespective of: **age, breed, special medical needs, or disabilities**. HSHC saves thousands of the hardest to place animals imaginable each year. This is one of the reasons HSHC has garnered an **international following of over 130,000 fiercely loyal social media supporters**.

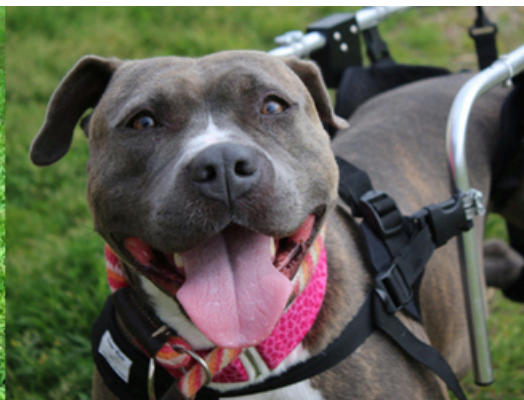


HSHC serves as both the humane society and animal control facility for Hamilton County, Indiana. **As such, HSHC operates 24/7, 365, as an open-admission facility receiving nearly 4,000 animals each year.** In addition to Hamilton County's animals, HSHC also saves hundreds of displaced animals from all over the state of Indiana who are at-risk for euthanasia, and we have saved thousands more from all over the U.S. since 2014.



Because we serve as both a no-kill shelter and animal control facility, HSHC also receives hundreds of animals from our local law enforcement agencies each year, who are the victims of unthinkable neglect, abuse, hoarding, breeders, and hit-by-car injuries. **And yes, they count in that 98% too.**

Our life-saving work, cost of programming, and daily operating expenses are funded primarily by donations, fundraising events, grants, and corporate sponsorships from businesses like yours. Municipal contracts **only cover 22%** of our annual operating budget, which represents 7 days of basic sheltering and the initial processing for Hamilton County's animals. **And that's why every dollar you give or help us save is so critical.**



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$20,000



Your business will be the exclusive Title Sponsor and have category exclusivity at Woofstock. Category exclusivity is not applicable with other sponsorship levels. *(Please note any exclusivity does not apply to the purchase of tickets and vendor booth space by other companies and organizations.)*

Pre-Event Benefits

Logo prominently placed on Woofstock flyers (minimum 1,000 at partner businesses) and event website - 3 million page views and 363K+ active users in 2025

Logo linked on all HSHC e-blasts reaching **over 63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Logo placed in all Facebook ads to promote the event. - Minimum reach is 8500 people and 250 link clicks

Logo featured in our Facebook/Facebook event/Twitter cover photos and main website header, with header posting dates to be determined

Logo prominently placed in Woofstock promotional 1/2 ad prior to event date in Current Publishing

Logo featured on Woofstock event banner located the Humane Society

Pre-event social media promotion - 130,000 social media followers and over 33.1million views in 2025

Business name included in event press release headline

Day Of Benefits

10x10 prime event space at Launch Fishers *(must provide own table, chairs, tent/tent weights, and electric generator)*. **Due to space limitations, the booth space reservation due date is July 15.**

Logo featured on the Start/Finish Line archway, Race Bib, T-shirt, and sponsor recognition signage

Woofstock Swag Bag insert (company to provide for up to 900 attendees). **Items due to shelter by August 1st**

Guests will have an exclusive photo opportunity

Special recognition by event emcee

Ten (10) entries for participation in the Woofstock Survivor 5K and Dog Walk

PRESENTING SPONSOR - \$7,500

Your business will have category exclusivity as the Presenting Sponsor at Woofstock. Category exclusivity is not applicable with other sponsorship levels. *(Please note any exclusivity does not apply to the purchase of tickets and vendor booth space by other companies and organizations.)*

Pre-Event Benefits

Logo placed on Woofstock flyers (minimum 1,000 at partner businesses) and event website - 3 million page views and 363K+ active users in 2025

Logo linked on all HSHC e-blasts reaching **over 63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Logo placed in one (1) Facebook ad to promote the event. - Minimum reach is 8500 people and 250 link clicks

Logo prominently placed in Woofstock promotional 1/2 ad prior to event date in Current Publishing

Three (3) pre-event social media posts - 130,000 social media followers and over 33.1million views in 2025

Business name included in event press release

Day Of Benefits

10x10 event space at Launch Fishers *(must provide own table, chairs, tent/tent weights, and electric generator)*. **Due to space limitations, the booth space reservation due date is July 15.**

Logo featured on the Start/Finish Line archway, Race Bib, T-shirt, and sponsor recognition signage

Woofstock Swag Bag insert (company to provide for up to 900 attendees). **Items due to shelter by August 1st**

Recognition by event emcee

Six (6) entries for participation in the Woofstock Survivor 5K and Dog Walk

SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSOR

\$5,000

Pre-Event Benefits

Logo placed on Woofstock flyers (minimum 1,000 at partner businesses) and event website -3 million page views and 363K+ active users in 2025

Logo linked on two (2) HSHC e-blasts reaching over 63K contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Two (2) pre-event social media posts - 130,000 social media followers and over 33.1million views in 2025

Business name included in event press release

Day Of Benefits

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator). **Due to space limitations, the booth space reservation due date is July 15.**

Logo featured on Woofstock T-Shirt and sponsor recognition signage at the Corporate level

Woofstock Swag Bag insert (company to provide for up to 900 attendees). **Items due to shelter by August 1st**

Recognition by the event emcee

Four (4) entries for participation in the Woofstock Survivor 5K and Dog Walk

COMMUNITY SPONSOR

\$2,500

Pre-Event Benefits

Logo placed on event website - 3 million page views and 363K+ active users in 2025

Logo linked on one (1) HSHC e-blasts reaching over **63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

One (1) pre-event social media post - 130,000 social media followers and over 33.1million views in 2025

Day Of Benefits

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator). **Due to space limitations, the booth space reservation due date is July 15.**

Logo featured on Woofstock T-Shirt and sponsor recognition signage at the Community level

Woofstock Swag Bag insert (company to provide for up to 900 attendees). **Items due to shelter by August 1st**

Recognition by event emcee

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk



RACE MEDAL SPONSOR

Woofstock Race Medal Sponsor: \$6,000

Logo featured on 900 Survivor 5K and Dog Walk medal lanyards*

Logo placed on race registration site

Logo placed on event website - 3 million page views and 363K+ active users in 2025

Logo linked on two (2) HSHC e-blasts reaching over **63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Two (2) pre-event social media posts - 130,000 social media followers and over 33.1million views in 2025

Woofstock Swag Bag insert (company to provide for up to 900 attendees)

Logo featured on Woofstock T-Shirt and sponsor recognition signage

Logo prominently placed in Woofstock promotional 1/2 ad prior to the event date in Current Publishing

Business name included in the event press release

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator). **Due to space limitations, the booth space reservation due date is July 15.**

Four (4) entries for participation in the 2026 Woofstock Survivor 5K and Dog Walk



**OVER 900 PARTICIPANTS
WILL TAKE HOME A MEDAL
FEATURING YOUR LOGO!**



*900 medal lanyards imprinted with Woofstock Event Logo and Sponsor Logo. Final artwork and specs for the medal to be pre-approved by HSHC.

WOOFSTOCK SWAG BAG SPONSOR

Woofstock Swag Bag Sponsor: \$5,000

Participants of the Survivor 5K and Dog Walk will receive official Swag Bags at packet pick up which will include the event t-shirt, one drink ticket (specialty or non-alcoholic beverage), plus marketing materials from our valued sponsors.

Logo featured on 900 Survivor 5K and Dog Walk Swag Bags*

Logo placed on race registration site

Logo placed on event website - 3 million page views and 363K+ active users in 2025

Logo linked on two (2) HSHC e-blasts reaching **over 63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Two (2) pre-event social media posts - 130,000 social media followers and over 33.1million views in 2025

Woofstock Swag Bag insert (company to provide for up to 900 attendees)

Logo featured on Woofstock T-Shirt and sponsor recognition signage

Four (4) entries for participation in the 2025 Woofstock Survivor 5K and Dog Walk

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator). **Due to space limitations, the booth space reservation due date is July 15.**

Business name included in the event press release



OVER 900 PARTICIPANTS WILL TAKE HOME A SWAG BAG FEATURING YOUR LOGO!

*900 drawstring wag bags imprinted with Woofstock Event Logo and Sponsor Logo. Final artwork and specs for swag bag to be pre-approved by HSHC.

HYDRATION STATION SPONSOR

During Survivor 5K and Dog Walkrace, water stations are an absolute must! Even when the weather turns colder, water is a necessity for keeping runners, both human and canine, healthy. There will be one water station located at Mile 2 and multiple dog watering stations on the course.



Exclusive Hydration Station Sponsor: \$1,500

Mile 2 Watering Station will feature signage promoting the business name (**Optional:** Staff the Mile 2 Watering Station with your employees wearing your company's branded shirts to hand water to runners)

Logo placed on event website - 3 million page views and 363K+ active users in 2025

Logo placed on race registration site

Logo linked on one (1) HSHC e-blasts reaching over **63K contacts** with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

One (1) pre-event social media promotion - **130,000 social media followers** and over 33.1million views in 2025

Woofstock Swag Bag insert (company to provide for up to 900 attendees)

Logo featured on Woofstock T-Shirt

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator).

Due to space limitations, the booth space reservation due date is July 15.

Two (2) entries for participation in the 2026 Woofstock Survivor 5K and Dog Walk



PET MEMORIAL & HONORARIUM WALL SPONSOR



At the Woofstock Survivor 5K and Dog Walk , participants will be able to honor a special pet on our **4X8 Memorial and Honorarium Wall**. Our pets bring joy and companionship into our lives. For those who walk, run, or raised funds for our Survivor Program that day, this is a lasting way for them to celebrate the animals they've rescued...and the ones who've rescued them.

Exclusive Pet Wall Sponsor: \$1,500

Your logo will be featured as "**Your Company Pet Memorial and Honorarium Wall**" which is a vinyl banner that Woofstock attendees can sign.

The banner will then be YOURS to display at your place of business for your customers and employees to see and sign as well!

Logo placed on event website - *3 million page views and 363K+ active users in 2025*

Logo placed on race registration site

Logo linked on one (1) HSHC e-blasts reaching **over 63K contacts** with an avg. 40% open rate per e-blast in 2025. *The national open rate average is 21.33%.*

Pre-event social media promotion - *130,000 social media followers and over 33.1million views in 2025*

Logo featured on Woofstock T-Shirt

Woofstock Swag Bag insert (company to provide for up to 900 attendees)

10x10 event space at Launch Fishers for the Survivor 5K and Dog Walk (must provide own table, chairs, tent/tent weights, and electric generator). **Due to space limitations, the booth space reservation due date is July 15.**

Two (2) entries for participation in the Woofstock Survivor 5K and Dog Walk



VENDOR BOOTH

VENDOR BOOTH

\$350

Day Of Benefits

Business logo highlighted on Woofstock event website

Logo placed on race registration site

10x10 vendor event space at Launch Fishers for the Survivor 5K and Dog Walk (**vendors must provide own table, chairs, tent/tent weights, and electric generator**)

Attendees are invited to visit your booth for a chance to win an Amazon gift card. Vendors must sign the attendee's entry form, which will increase foot traffic to your booth!

Emcee recognition at the event



YOUR DONATIONS AT WORK

ANIMALS RECEIVED

A total of 3,836 animals entered the Humane Society for Hamilton County in 2024, all looking for the chance to live and love.

Dogs
1,462

Cats
2,274

Dogs
1,171

Cats
2,156

ADOPTIONS

In 2024, 3,327 animals were placed in to loving homes.

Dogs
325

Cats
81

LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited 389 lost pets with their people.

HOOSIER ANIMALS SAVED

(Received from Other Indiana shelters and/or non-Hamilton County residents)

SURVIVORS

The Survivor Program funds life-saving and emergency medical care to animals in need.

Animals
Saved
428

Lives
Saved
2,481

HUMANE SOCIETY FOR HAMILTON COUNTY IS PRIMARILY DONOR FUNDED

We contract with Hamilton County and its municipalities to shelter stray, unwanted and all animals found or seized by Animal Control or law enforcement agencies in Hamilton County. This annual agreement covers only the basic cost to process and shelter an animal for 7 days per the Hamilton County ordinance. It does not cover the cost of any life-saving medical care an animal may need, the cost of marketing and fundraising, spay/neuter, or any costs to shelter and care for animals after 7 days. Funding from the county represents approximately **22%** of our annual operating budget, with the remaining funds raised through individual donations (including bequests and gifts from trusts and stock), HSHC fundraising events and programs, sponsorships, and grants – in that order.

HUMANE SOCIETY FOR HAMILTON COUNTY
EVENT/PROGRAM SPONSORSHIP TERMS AND CONDITIONS

These SPONSORSHIP AGREEMENT TERMS AND CONDITIONS ("Terms and Conditions") are incorporated into the Sponsorship Agreement executed by and between the Humane Society for Hamilton County, Inc. (HSHC) ("Company"), and _____ ("Sponsor") as set forth in this Sponsorship Agreement. These Terms and Conditions also refer to both the Company and the Sponsor as the "Parties" where applicable.

1. The Company's Obligations.

1.1. The Company will provide the Sponsor with the sponsorship opportunity/and or benefits set forth in the Sponsorship Agreement with all benefits fulfilled within 1 (one) year of the date the signature of this agreement.

1.2. Unless otherwise set forth in the Sponsorship Agreement, the renewal date for the Sponsor will be on the anniversary of the signature of this agreement.

1.3. The Company does not make any warranties or guarantees regarding any specific or quantifiable results or outcomes the Company may consider as a measure of the success of this partnership.

1.4. Unless otherwise set forth in the Sponsorship Agreement, the Company does not promise any exclusivity within our Corporate Sponsorship Program. Exclusivity within the sponsorship level of a specific event the Sponsor is choosing is noted in the Sponsorship Agreement details.

2. The Sponsor's Obligations.

2.1. The total monetary or in-kind amount due for this Sponsorship Agreement is \$_____ to be paid/fulfilled as follows:

Please make checks payable to "HSHC" and send payments to: Humane Society for Hamilton County, ATTN: Jen Dant, 10501 Hague Rd. Fishers, IN 46038.

2.2. The Company reserves the right to discontinue the fulfillment of the Sponsorship Agreement if payments are not received within 30 days of the agreed upon timeframes noted herein.

2.3. The Sponsor represents and warrants to the Company that the Sponsor has the legal right to use the logo, artwork, or other advertising and marketing material provided by it to the Company.

3. The Parties' Obligations.

3.1. The terms and conditions of this Sponsorship Agreement shall not be disclosed to any third parties without the prior written consent of both Parties.

3.2. The Parties shall indemnify and hold harmless each other as well as the Parties' officers, directors, members, employees, and agents, from and against any claims, actions or demands, including, without limitation, all reasonable attorney's fees, due to or resulting from either Parties' breach of these Terms and Conditions.

3.3. PARTIES WILL NOT BE LIABLE TO EACH OTHER FOR ANY SPECULATIVE SPECIAL, INCIDENTAL, INDIRECT, REMOTE, OR CONSEQUENTIAL DAMAGES ARISING FROM EITHER PARTIES' PERFORMANCE OR FAILURE TO PERFORM, OR ANY SPECULATIVE MISREPRESENTATION OF BENEFITS OR SERVICES TO BE PROVIDED BETWEEN THE PARTIES.

SPONSORSHIP FORM

AUGUST 8, 2026*

THIS YEAR, MORE THAN EVER, WE NEED YOU.

- Title Sponsor - \$20,000 **SOLD**
- Presenting Sponsor - \$7,500
- Race Medal Sponsor - \$6,000 **SOLD**
- Corporate Sponsor - \$5,000
- Swag Bag Sponsor - \$5,000
- Community Sponsor - \$2,500
- Hydration Station Sponsor - \$1,500 **SOLD**
- Memorial Wall Sponsor - \$1,500 **SOLD**
- Vendor Booth Sponsor - \$350

*This agreement is contingent upon final event location and date approval.

I have read the terms of the sponsorship proposal and agree to them in full.

For more info or to get involved, please contact:

Jennifer Dant

Corporate Sponsorships and Events Manager

eventsmanager@hamiltonhumane.com
hamiltonhumane.com
317.674.0628

10501 Hague Road
Fishers, IN 46038

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated!
Deadline to be included on t-shirt is July 11, 2026.

PLEASE MAKE CHECK PAYABLE TO:

Humane Society for Hamilton County
Or to pay by credit card, visit <https://www.hamiltonhumane.com/sponsorpayment>

Please **print** desired name as you would like it to appear on all printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone

Email Address

Total Sponsorship \$

Sponsor Representative Signature

Sponsor Representative Print

Date

HSCH Representative Signature

HSCH Representative Print

Date

HSCH Staff Use:

- Payment Received
- Invoice Sent
- Accounting Verified