



Presents

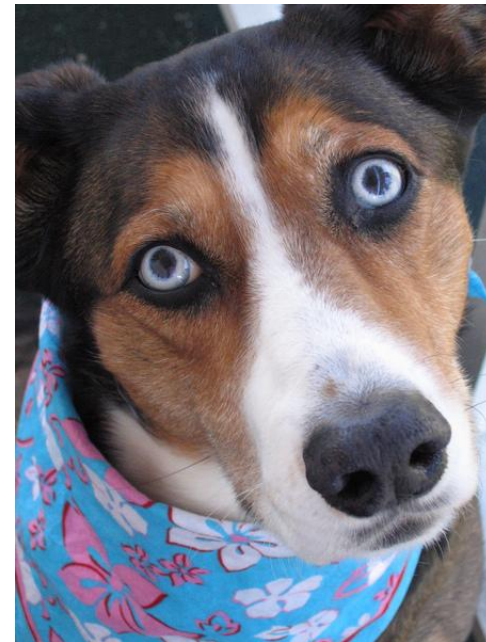


October 8, 2011

Mission of the Human Society of Northeast Texas Foundation

- ▶ Dedicated to serving our community by providing a safe haven for animals, inspiring awareness and compassion, and promoting the human-animal bond.

Humane  Society
of Northeast Texas





Vision of 4 Pets Sake

- ▶ ***4 Pets Sake*** is a non-profit organization dedicated to promoting animal welfare including spaying, neutering and adoption.
- ▶ Our volunteers work through our Facebook Page, “Humane Society of Northeast Texas Hopefuls” to help the shelter animals who are in urgent need of adoption, rescue or veterinary care.





Marketing Strategy for 2011

- ▶ Create a yearly event to generate revenue and provide positive publicity and awareness for the Humane Society of Northeast Texas
- ▶ Provide an educational training day for foster families





October 8, 2011

- ▶ Mutt Mania is an all day event at the Longview Fairgrounds sponsored by local businesses.
- ▶ Participation is encouraged by Pet “Mutt” Owners
- ▶ Mutt Mania advertising will start In August 2011





Activities

- ▶ Pet Parade on Saturday morning @ 10:00 am
- ▶ Weiner Dog qualifying races on Saturday morning and “Run for the Roses” on Saturday afternoon @ 3:30
- ▶ Vendors, Arts & Crafts
- ▶ Mascot Races
- ▶ Agility & Obedience Demos
- ▶ Pet Adoptions
- ▶ Micro-Chipping
- ▶ Live Music



Other **MUTT MANIA** Tie-In's



- ▶ Mutt Strut – where owner and pet enjoy the walk
- ▶ Trailer display at local events
- ▶ Merchandise Sales including T-shirts, posters, bumper stickers



HSNTx Shelter Facts

▶ Shelter Size

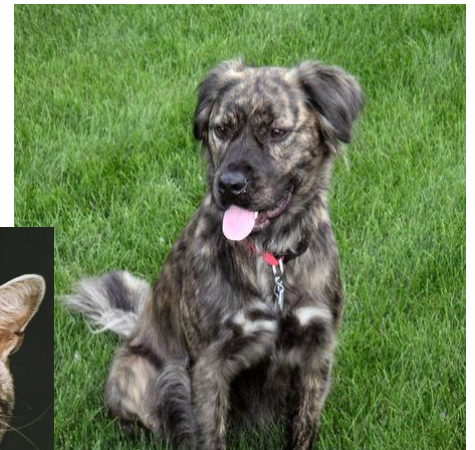
- Current Facility is 6,300 sq.ft on 0.6 acre lot
 - Located at 303 Enterprise Street
 - Open to the public Monday-Saturday 11:30 am to 5:30pm
- 42 dog runs (usually 1-4 dogs per run)
- 23 front room cat cages (usually 1 cat per cage)
- 22 back room cages for cats
- 21 front room puppy cages (usually 1 per cage)
- 4 sick bay cages; 6 outside rolling cages for sick or overflow
- Average 125-165 animals in shelter at any given time



HSNTx Shelter Facts

▶ Animal Intake Statistics

- 27% are pets relinquished by their owners (“moving” is the most common reason)
- 27% are strays brought to the shelter by the public
- 45% are strays brought to the shelter by Animal Control Officers or Sheriff’s Dept.
- 1% includes puppies/kittens born at the shelter and wildlife not available for adoption
- Average 800-1,000 animals per month received



HSNTx Shelter Facts

▶ Shelter Funding

- HSNTx is a private non-profit 501©(3) organization
- Funding for shelter operations:
 - 15% - Donations / events / grants
 - 15% - Shelter Fees
 - 16% - Reimbursed Income
 - 54% - Contracts with city and county agencies





Top Dog

As the Top Dog of the Mutt Mania your business will receive:

- Naming Rights to the event- “Your Business” Mutt Mania
- Your business logo in all print (poster, press releases, news & tickets)
- Your business logo in all electronic media (website, radio and television)
- Your business logo on the program handed out day of event
- 4 Banners at the event (3’ X 10’ – you provide)
- Announcer recognition during the all day event (minimum of 8 mentions)
- 20 VIP Tickets and Sponsor Passes
- 20 General Admission Tickets
- Booth Space for your business (optional)

For a total investment of: \$10,000

(only 1 available)





Big Dog

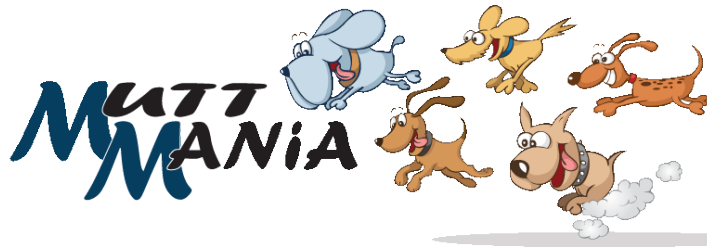
As the Big Dog of the Mutt Mania your business will receive:

- Included in the title of the event – “Mutt Mania presented by Your Business”
- Your business logo in all print (poster, press releases, news & tickets)
- Your business logo in all electronic media (website, radio and television)
- Your business logo on the program handed out day of event
- 4 Banners at the event (3’ X 10’ – you provide)
- Announcer recognition during the all day event
(minimum 6 mentions)
- 16 VIP Tickets and Sponsor Passes
- 16 General Admission Tickets
- Booth Space for your business (optional)



For a total investment of: \$5000

(only 1 available)



Super Dog

As the Super Dog of the Mutt Mania your business will receive:

- Your business logo in print (poster, press releases & tickets)
- Logo on the website
- Logo on the program
- 2 Banners at the event (3' X 10' – you provide)
- Announcer recognition during the all day event (minimum 4 mentions)
- 12 VIP Tickets and Sponsor Passes
- 12 General Admission Tickets
- Booth Space for your business (optional)



For a total investment of: \$3000



Diva Dog

As the Diva Dog of the Mutt Mania your business will receive:

- Your business listing in print (poster, press releases)
- Business listed in the program
- Business listed on the website
- 2 Banners at the event (3' X 10' – you provide)
- Announcer recognition during the all day event (minimum of 2 mentions)
- 8 VIP Tickets and Sponsor Passes
- 8 General Admission Tickets
- Booth Space for your business (optional)

For a total investment of: \$1500





Wonder Dog

As the Wonder Dog of the Mutt Mania your business will receive:

- 2 Banners at the event (3' X 10' – you provide)
- *Your Business logo on the back of the Mutt Strut & Mutt Mania T-Shirts*
- Business listed on the website
- Business listed on the poster (deadline: April 28th)
- Business listed in the program
- Announcer recognition during the all day event (minimum of 2 mentions)
- 4 VIP Tickets and Sponsor Passes
- 4 General Admission Tickets

For a total investment of: \$1,000





Haute Dog

As the Haute Dog of the Mutt Mania your business will receive:

- Business listed on the website
- Business listed on the poster
- Business listed in the program
- 2 VIP Tickets and Sponsor Passes
- 2 General Admission Tickets



For a total investment of: \$500