



2025 Signature Event Sponsorships



Gala for Animals

Saturday, May 31

at the Albany Capital Center

Oktopurrfest

Thursday, October 9

at Revolution Hall

Mohawk Hudson Humane Society
3 Oakland Avenue | Menands, NY 12204
events@mohawkhumane.org

We'd be **HONORED.**

Our community relies on us to provide shelter, care, and hopeful new beginnings for homeless pets. But that is only part of what we do.

Much of our work focuses on keeping families and their beloved companions together. We call it *Loved for Life*. Through low-cost wellness care, our pet food pantry, a behavior helpline, training classes, and community outreach, we help keep pets with those who love them.

Our Humane Law Enforcement team rescues animal victims of cruelty and advocates for their protection and justice. With veterinary and behavioral care, we give them every chance they deserve to know a life free of pain and fear, and filled with love.

Our community needs us and *we need you!* The Mohawk Hudson Humane Society's signature events provide a meaningful way for you to get involved.

We would be truly honored to have you join us.



Ashley Jeffrey Bouck
President & CEO

The Good We Do **TOGETHER**

2024 Impacts

2,049

pet adoptions

1,869

spay & neuter surgeries

173

animals rescued from cruelty

776

pets in foster care

269

lost pets reunited with their families

76,608

pet meals provided for the public

91.9%

live release rate



Gain visibility. Have fun. **BE INSPIRED!**

Get behind one or both of our 2025 events and help us transform lives.

Gala for Animals

Saturday, May 31, 2025
at the Albany Capital Center

This unforgettable night will feature inspiring animal stories celebrating the mission of MHHS, plus great food and drink, the company of caring friends, and some very special animal guests!

- Honorary Chairs Tom Mackey and James Kellerhouse
- Hosted by NEWS10 ABC's Steve Caporizzo and MHHS President & CEO Ashley Jeffrey Bouck
- VIP Cocktail Reception and Gourmet Food Selections by Mazzone Hospitality
- Music and Dancing
- Silent Auction with Mobile Bidding plus Live and Mission Auctions

2024 Attendance - 330

Oktopurrfest

Thursday, October 9, 2025
at Brown's Revolution Hall

The Mohawk Hudson Humane Society presents the world's one and only Oktopurrfest, now in its 8th year.

This legendary feline-centric celebration features delicious fall fare, Brown's award-winning craft beer, great music, fun swag, and the highly anticipated crowning of the Feline Festmeister.

We'll also unveil the specially designed label featuring the winner of our Happy T'Ales Beer Label Contest and celebrate the winning pet!

This event has sold out at 250 for three years in a row. It's a hot ticket!

2024 Attendance - 250

We're popular. (You can be, too!)



Over **56,300** Followers



Over **12,500** Followers



Over **33,000** Active Mail Contacts
28.4% average open rate



2025 Gala for Animals

Sponsorships and Benefits

| | TITLE SOLD | PREMIER \$10,000 | HERO \$7,500 | GUARDIAN \$5,000 | COMPANION \$3,000 | FRIEND \$1,500 |
|-----------------------------|----------------------|---------------------|-----------------|---------------------|----------------------|-------------------|
| Tickets & Naming | | | | | | |
| Tickets | 20 | 10 | 8 | 6 | 4 | 2 |
| VIP Cocktail Reception | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Naming Opportunity | *Full Event | **Included | ***Included | | | |

***Title Sponsor** This is an exclusive opportunity for only one company. It's YOUR event! Every mention will include your name in the title.

****Premier** Only three available: select 360 Photo Booth, Kitten Corral or Mission Video Sponsor for your naming opportunity.

*****Hero** Only three available: select Live Auction, Mission Auction or MHHS Mission Display for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in printed materials is 3/7/2025.)

| | | | | | | |
|---|--------------|-------------|-------------|-------------|-------------|--------------|
| Name or Logo in All References | ✓ | | | | | |
| Name and Tags Exclusively in Facebook Posts | ✓ | | | | | |
| CEO/Rep Video | ✓ | | | | | |
| Attendee Gift with Your Logo | ✓ | | | | | |
| Printed Invitation (2,500) | Logo | Logo | Logo | Logo | Logo | Logo |
| Two Honorary Committee Listings | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo & Link on MHHS Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Color Program Ad | 2 Full Pages | Full Page | Full Page | Full Page | Half Page | Quarter Page |
| Letter Inserts (approx. 1,500) | Logo | Logo | Logo | Name | Name | Name |
| E-Blasts (33,000+ each) | 3 with Logo | 3 with Logo | 3 with Logo | 2 with Name | 2 with Name | 2 with Name |
| Logo on Event Signage and Video | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Honorary & General Tickets

Table Sponsor | \$2,500
10 Gala & VIP Cocktail Hour Tickets, Table Signage

Honorary Committee Couple | \$500
2 Gala & VIP Cocktail Hour Tickets

Honorary Committee Individual | \$275
1 Gala & VIP Cocktail Hour Ticket

Honorary Committee Young Professional Couple | \$425
(40 & under) Gala & VIP Cocktail Hour Tickets

Honorary Committee Young Professional Individual | \$225
(40 & under) 1 Gala & VIP Cocktail Hour Ticket

General Ticket | \$175
1 Gala Ticket



2025 Oktopurrfest

Sponsorships and Benefits

| Tickets & Naming | MEWNICH SOLD | KATZE \$3,000 | DIRNDL \$1,500 | LEDERHOSEN \$750 | PURROST \$500 |
|--------------------|------------------------|------------------|-------------------|---------------------|------------------|
| Tickets | 10 | 8 | 6 | 4 | 2 |
| Naming Opportunity | *Purr-senting Sponsor | **Included | | | |

*Mewnich As purr-senting sponsor, you will **RULE** over Oktopurrfest! Every mention will include your name.

**Katze Only three available: select Reigning Festmeister Video, Toast to the New Festmeister or Raffle Display for your naming opportunity.

Marketing & Acknowledgment (Deadline for inclusion in printed materials is 8/1/25.)

| | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|
| Logo or Name & Tags in All Social Posts | ✓ | | | | |
| Logo on BIG MHHS Building Banner for a Month | ✓ | | | | |
| Logo or Name in Invitation (2,500) | Logo | Logo | Logo | Logo | Name |
| Logo & Link on MHHS Website | Logo | Logo | Logo | Logo | Logo |
| Flyers in Letters, Adoption Folders and at Events (2,000+) | Logo | Logo | Logo | Logo | Name |
| E-Blasts (33,000+ each) | 3 with Logo | 3 with Logo | 3 with Name | 3 with Name | 3 with Name |
| Logo in Event Video and Signage | ✓ | ✓ | ✓ | ✓ | ✓ |

Honorary & General Tickets

Honorary Committee Couple | \$195

2 Oktopurrfest Tickets, Including 4-Packs of Beer and Swag

Honorary Committee Individual | \$100

1 Oktopurrfest Ticket, Including 4-Pack of Beer and Swag

Honorary Committee Young Professional Couple | \$165

2 Oktopurrfest Tickets, Including 4-Packs of Beer and Swag

Honorary Committee Young Professional Individual | \$85

1 Oktopurrfest Ticket, Including 4-Pack of Beer and Swag

General Ticket | \$55

1 Oktopurrfest Ticket and 4-Pack of Beer





TRANSFORMING THE LIVES OF ANIMALS AND PEOPLE
THROUGH PARTNERSHIPS, PROTECTION, AND HOPE

For further information on sponsorship opportunities and
other ways to support the work of MHHS, please contact:

Ashley Jeffrey Bouck, President & CEO

events@mohawkhumane.org

518-434-8128, ext. 202

