

A cartoon illustration of a white dog with its tongue out and a white cat with a collar, positioned around the main title text. The background features a blue gradient with a pattern of dark blue dots and yellow starburst shapes behind the text.

**INDY
MEGA
ADOPTION
EVENT**

**THE BIGGEST INDIANA
ADOPTION EVENT EVER!**

JUNE 24-25

INDIANA STATE FAIRGROUNDS

12-6 PM

WWW.INDYMEGAADOPTIONEVENT.ORG

#INDYMEGA



ABOUT THE EVENT

Held two weekends each year, the Indy Mega Adoption Events are two-day pet adoption extravaganzas at the Indiana State Fairgrounds. Participating central Indiana animal shelters and rescues bring thousands of adoptable pets together under one roof to offer potential pet parents the opportunity to take home a dog or cat at a reduced adoption fee of \$30. All animals are fixed, microchipped, and ready to take home that day. The event is free to the public (parking at the fairgrounds is \$5).

This is the fourth year for the Indy Mega Adoption Events. In 2016, events in June and October saw lines of potential pet parents wrapped around the building and nearly 1,400 cats and dogs placed in loving forever homes.

EVENT REACH

Today, more than ever before, pets are recognized as an important part of the family. According to the American Pet Products Manufacturers Association's National Pet Owners Survey, 65% of U.S. households reported owning a pet. More than 15,000 animal lovers attend each Indy Mega Adoption Event. Your sponsorship gives you the opportunity to get in front of thousands of animal lovers at the biggest animal adoption event in central Indiana.

- Your participation as a sponsor of The Indy Mega Adoption Event will get you noticed.
- You'll help us save the lives of dogs and cats.
- You'll be associated with a popular cause and recognized for your capacity to care.
- You'll be visible.
- And you'll be in very good company.

The Indy Mega Adoption Event receives extensive news coverage from a wide variety of news outlets, including WRTV, WISH, WTHR, WXIN, WFYI, WTTS, WFMS, WJJK, I94, K-Love, The Indianapolis Star, NUVO, Urban Times and a number of regional and local papers and magazines. The event is often featured on Pet Pals TV and IndyStyle TV.

Many of the sponsorship opportunities give you an option to extend your reach to online audiences as well. Online visibility includes:

- faceanimalclinic.org - 15,000 average visitors /month
- indymegaadoptionevent.org - 7,000 average visitors/month
- facebook.com/facespayneuter - 48,000+ likes
- facebook.com/indymegaadoption - 6,400+ likes
- @FACEspayneuter – 1,400+ followers



Thanks to events like this and increased awareness about the plight of shelter animals, we have come a long way over the past few years. Just a few years ago, as many as 22,000 animals were euthanized in Indianapolis shelters each year.

Today, that number is down to less than 1,900 annually. But really, that's still far too many. Healthy pets are being put down each year because they're not adopted and there isn't enough space to shelter them.

Our city has a wealth of people dedicated to animal welfare and remarkable rescue groups and shelters. By working together, we can achieve our common goal: more pets in more loving homes. By placing animals in homes, we free up shelter space to accommodate animals from high-kill shelters. Together, we can realize our ultimate goal: to make central Indiana an area where no healthy animals are euthanized.

WHAT IS FACE LOW-COST ANIMAL CLINIC?

FACE is Indianapolis' only high-volume, low-cost animal clinic. We are committed to providing accessible and affordable services six days a week. Ultimately, our work has the desired end goal of saving all companion animals by increasing access to spay/neuter services and wellness care. We are focused on reducing the barriers to pet ownership, while keeping animals with their families and out of area shelters. FACE is a 501(c)(3) charitable organization.



Commit by **MAY 31** and receive recognition at **BOTH** 2017 events.
 Commitments received after that date will only be recognized at the October event.

	\$15,000	\$7,500	\$4,500	\$3,000	\$1,500	\$750	\$400
EVENT COLLATERAL & MARKETING							
TV promos	✓						
Logo on outdoor boards	✓						
Co-branded outdoor boards (Interstate placement)							
Website	✓	✓	✓	✓	✓	✓	
Social media	✓	✓	✓	✓	✓		
Event t-shirts	✓	✓	✓				
Logo on event posters	✓	✓	✓				
Logo on take-home packets/bags	✓	✓	✓				
Kennel recognition	✓						
Listing in event guide	✓	✓	✓	✓	✓	✓	✓
Product/Material included in adoption take-home bag (must be provided by sponsor one week prior to event)	✓	✓	✓	✓	✓	✓	
ON-SITE AT EVENT							
On-site vendor booth	✓	✓	✓	✓	✓		✓
Adoption meet-and-greet room	✓	✓					
Logo displayed in photo booth area	✓						
IN-KIND OPPORTUNITIES							
Dog walking area (sod and installation)							
Lunch for 700 volunteers							
Fair Market Value (FMV)	\$4,900	\$1,890	\$1,510	\$1,010	\$865	\$270	\$400
Charitable Portion	\$10,100	\$5,610	\$2,990	\$1,990	\$635	\$480	\$0

BECOME A VENDOR

The vendor registration fee is \$200 per event. Booth rental includes table, two chairs, 10X10 space, mention in the event on-site guide. Vendors may sell any item that does not violate the terms and conditions of the event or of the FACE Low-Cost Animal Clinic. Space is limited for exposure in both cat and dog areas and based on availability.

SPONSOR REGISTRATION

**COMMIT BY MAY 31
AND DOUBLE YOUR EXPOSURE!
COMMIT BY MAY 31 AND RECEIVE
RECOGNITION AT BOTH 2017 EVENTS.**

Commitments received after May 31 will
only be recognized at the fall event.

- PRESENTING SPONSOR - \$15,000** (1 available)
Provides spay/neuter services for 150 dogs.
- SUPPORTING SPONSOR - \$7,500** (1 available)
Provides spay/neuter services for 100 cats.
- GUARDIAN SPONSOR - \$4,500**
Funds 150 pet adoptions.
- COMPANION SPONSOR - \$3,000**
Provides 60 pet crates for adoptable pets at the event.
- BEST FRIEND SPONSOR - \$1,500**
Funds 50 pet adoptions.
- SIDEKICK SPONSOR - \$750**
Funds 25 pet adoptions.
- ON-SITE VENDOR BOOTH - \$200** per event
- We can't participate, but want to make a tax-deductible **DONATION OF: \$** _____

CONTACT INFORMATION

Company/Individual Name

(as you want it to appear in all event collateral)

Contact Person

Address

City / State / Zip

Phone Email Website

METHOD OF PAYMENT

- Check Enclosed (payable to FACE)
- Credit Card: Visa MasterCard Discover American Express
- Card Number: Sec Code: Exp Date:
- Signature:
- Online Payment (visit www.indymegaadoptionevent.org/sponsors/become-a-sponsor)
- Gift-in-Kind (contact Jen Hancock to arrange the details of our in-kind gift)

Please return this form and payment by MAY 31 to:

Attn: Jen Hancock
FACE Low-Cost Animal Clinic
1505 Massachusetts Avenue
Indianapolis, IN 46201

Or by email to: jenh@faceanimalclinic.org

QUESTIONS?

Contact Jen Hancock, Director of Development,
at (317) 939-3223 or jenh@faceanimalclinic.org