



FUR BALL 2022

THE **ROAR**ing
20th
ANNIVERSARY



Steve
Stucker's
Parade of Pets

Online
Silent Auction

Nov 5, 2022 • Sponsorship Opportunities



New Mexico's Largest
No-Kill Animal Shelter

Dear Watermelon Mountain Ranch Business Partner,

This year we celebrate the **Fur Ball's 20th Anniversary** by celebrating the thousands of dogs, cats, puppies and kittens who have come through our gate over the last twenty years and found safety, health, and forever, loving homes.

The **Fur Ball** is our biggest fundraising event of the year and the funds raised from this event will allow us to sustain our services and continue our life saving **Mercy Missions to rescue pets on euthanasia lists at high-kill shelters in the southwest**. It also will allow us to continue to care for, and adopt out thousands of animals who would not have had a chance at life had we not had the resources to step in.

Due to the continued fallout from the pandemic, we are seeing a record number of **abandoned and surrendered pets**. Many who were left at our gate, in boxes in parking lots, and heartbreaking surrenders from unemployed people who can no longer care for their own pets.

The need is always there. So are we. Thanks to your support.

The funds raised through the 2022 Fur Ball will go to saving more lives through Molly's Mercy Missions across the southwest, in addition to supporting our efforts humane education in schools, and improving infrastructure to meet the growing demand of helpless animals.

Please be generous. We are so grateful for your consideration and any amount you can donate to support our mission. **Thank you!**

For the love of animals,



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Watermelon Mountain Ranch

- A non-profit 501(c)(3) organization located on a 10 acre ranch in northern Rio Rancho
- 4 Canine Care Cottages
Where dogs learn social skills in a communal living setting
- Veterinary Care Clinic
For life-saving surgeries, spay/neuter surgeries, immunizations and micro-chipping
- Lee's Retirement Village
Five cozy cottages with play yards for senior and long-term care dogs
- 3 Free-Roam Catteries including a separate FIP cottage for special care cats and kittens
- 2 Going to the Dogs (and Cats) Resale stores where purchases go directly to saving the pets in our community
- Placed over 1,500 animals into homes last fiscal year
- Receives over 10,000 visitors to the Main facility in Northern Rio Rancho annually
- Operates 3 satellite adoption centers in Albuquerque
- Is supported by over 223 active volunteers
- Is a recognized partner of Best Friends Animal Society
- Receives no funding from the government, or any other national group
- Is a recognized partner of Best Friends Animal Society

Sponsorship Opportunities

In celebration of the Fur Ball's 20th Anniversary, we will be hosting an in-person reception with small plates, refreshments and our famous Over-Stuffed SWAG Bags for all attendees! The highlight of the evening will be Steve Stucker's annual Parade of Pets! We can't wait to see our four-legged friends (and their escorts) dressed in their r-o-a-r-i-n-g best costumes!

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THE ROARing 20th ANNIVERSARY

Our ever-popular online silent auction will showcase over 100 items in categories including art, jewelry, home decor, and more. The exposure for our sponsors this year is exponentially greater than ever before with both online and in-person opportunities, and we invite you to be a part of it!

Sponsorship Levels

All sponsorship levels include your company name and logo in the following:

- Fur Ball website landing page
- Fur Ball Silent Auction landing page
- Fur Ball posters, flyers and invitations
- Fur Ball social media campaign (4 months)



Title Sponsorship \$10,000

Top Dog Sponsorship \$5,000

- 10 SWAG BAGS (each containing a bottle of wine or champagne, a WMR "Keep it Paws-itive" t-shirt, and surprise gifts)
- 30 Second PSA to be featured on social media and website
- Wall plaque in the 4 Paws Chapel (when constructed)
- One inscribed Memorial Brick in the Memorial Walkway at the Ranch

Lassie Sponsorship \$2,500

- 8 Swag Boxes (each containing a bottle of wine or champagne, a WMR "Keep it Paws-itive" t-shirt, and surprise gifts)
- 15 Second PSA to be featured on social media and website
- Wall plaque in the 4 Paws Chapel (when constructed)
- One inscribed Memorial Brick in the Memorial Walkway at the Ranch

Morris the Cat Sponsorship \$1,000

- 6 Swag Boxes each containing a bottle of wine or champagne, a WMR "Keep it Paws-itive" t-shirt, and surprise gifts)
- One inscribed Memorial Brick in the Memorial Walkway at the Ranch

Lucky Black Cat Sponsorship \$500

- 4 Swag Boxes each containing a bottle of wine or champagne, a WMR "Keep it Paws-itive" t-shirt, and surprise gifts)

In-Kind Donations

We are also accepting in-kind donations for our online silent auction! Donations of items help generate revenue for the animals. Every donation is graciously acknowledged on the auction platform. Requested items include gift certificates for stores, restaurants, and unique experiences, gourmet items, jewelry, handcrafted gifts, and theme baskets.

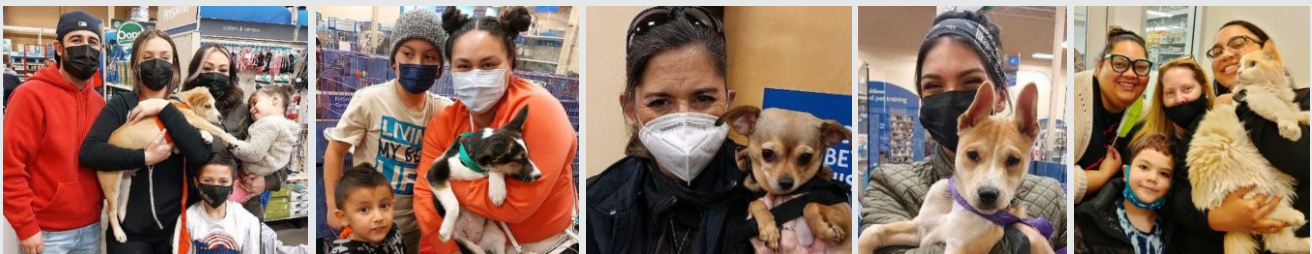
To help celebrate the Fur Ball's 20th Anniversary
Steve Stucker's Parade of Pets
is back IN-PERSON this year after going virtual two years ago.



Your Sponsorship and Support
of the animals
will be seen by both
in-person and **online audiences**
of animal lovers & advocates
throughout the
animal community.



THIS IS WHAT THE FUR BALL IS ALL ABOUT



BE A PART OF THEIR SUCCESS STORY. BECOME A FUR BALL SPONSOR.



New Mexico's Largest
No-Kill Animal Shelter



Title Sponsor



Corporate Sponsorship Commitment

Sponsorship Confirmation:

- \$5,000 Top Dog Package \$1,000 Morris The Cat Package
- \$2,500 The Lassie Package \$ 500 The Lucky Black Cat Package
- In-kind donation for the Silent Auction _____

Please make checks payable to Watermelon Mountain Ranch.
Or, for your convenience, you may charge your contribution to your credit card.

Company Name _____ Contact Name _____

Contact Email _____ Phone _____

Address _____ City _____ ST _____ ZIP _____

Credit Card # _____ Name on Card _____ Code _____ Exp. Date _____

Authorized signature _____ Print Name _____

Please return to:
Watermelon Mountain Ranch
Fur Ball 2022
1380 Rio Rancho Blvd., Ste 374
Rio Rancho, NM 87124

Once received, we will provide you with a tax deduction receipt for your donation and
Fur Ball tickets as specified in your sponsorship level package.

Questions? Please call Sophia DiClemente at (505) 980-6354 or Sara Heffern at (505) 267-6983.

Thank You for Your Support of the Animals!