



ALL
VIRTUAL

VCA
Animal Hospitals
TITLE SPONSOR

Phantom FUR BALL

NOVEMBER 6, 2021

STEVE STUCKER'S
VIRTUAL PET PARADE
ONLINE SILENT AUCTION
OVER-STUFFED SWAG BAGS



In Support of the
Greatest Animals
of the
Southwest

Fur Ball 2021

SPONSORSHIP OPPORTUNITIES

Support the neglected, abused, and abandoned animals of the Southwest
with a sponsorship in the 2021 Fur Ball

WMRANCH.ORG



New Mexico's Largest
No-Kill Animal Shelter

19TH ANNUAL
Phantom
FUR BALL
2021

Dear Watermelon Mountain Ranch Business Partner,

Watermelon Mountain Ranch's Fur Ball is our **biggest fundraising event of the year**. The funds raised from this event allow us to sustain our services and continue to rescue, 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, many of our scheduled fundraising events this year had to be canceled once again. At the same time, we are seeing a substantial increase in owner-surrendered pets which have been flooding the Ranch at emergency levels. While we were forced to reduce our staff by 50%, volunteers stepped up to help meet the needs.

As we continue to operate in these unprecedented times, we need your help more than ever. For the second year in a row we will reconfigure our Fur Ball to a virtual event complete with **Steve Stucker's Pet Parade Costume Contest**.

Due to the success of our online **Silent Auction** last year, we are once again holding this ever-popular event with over 100 items set for bidding and "Buy it Now" options. Ticket prices have been reduced to \$50 (\$25 tax deductible donation) which comes with a Fur Ball "Over-Stuffed" Swag Bag full of Fur Ball branded goodies for pets and parents, sponsor donations, gift certificates and more!

The 2021 Fur Ball donations will go to saving more lives through Molly's Mercy Missions across the southwest, in addition to supporting our efforts to build the 4 Paws Chapel, Angels Rest, Memorial Brick Walkway & Garden Project. Our vision is to create a beautiful, meditative space with carved wooden benches and stained glass windows. Urns can be placed in the chapel or scattered in the landscaped Memorial Garden.

Sponsorship levels include naming rights to portions of these permanent installations at the Ranch. We invite you to be a part of this exciting project that started in 1996 as a dream of Lee and Sophia DiClemente, founders of WMR.

We thank you for your past support to the animals and ask for your continued support this year. Included herein is the Fur Ball Corporate Sponsorship opportunity package. Please consider being a corporate sponsor for this year's event. Along with monetary sponsorships, we are always looking for **in-kind donations for our silent auction including weekend getaway packages, services and gift certificates**.

We would sincerely appreciate anything you can do. Please call or email us with any questions you may have. And thank you so much for your continued support of the animals of Watermelon Mountain Ranch.

For the love of animals,



Sophia A. DiClemente

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2021 Sponsorship Opportunities

Watermelon Mountain Ranch is seeking sponsorships to support the homeless, abandoned and abused animals of New Mexico and programs for youth and humane education in the schools.

In our continued efforts for health and safety for all, the 2021 Fur Ball will be virtual. We had such an overwhelming success with the 2020 virtual Fur Ball, that we are expecting this year's attendance and participation to set records!

Our ever-popular silent auction will showcase over 100 items in categories including art, jewelry, home decor, and more. Steve Stucker is back as our Master of Ceremonies and host of the Virtual Pet Parade Costume Contest! The exposure for our sponsors this year is exponentially greater than ever before and we invite you to be a part of it!

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

- Fur Ball landing page
- Fur Ball Silent Auction landing page
- Fur Ball promotional video
- Fur Ball posters
- Fur Ball social media campaign (4 months)



Sponsorship Levels

Title Sponsor \$10,000 - VCA Hospital



Top Dog Sponsorship \$5,000

- 10 Swag Boxes (each containing two wine glasses, a bottle of wine or champagne, two commemorative Fur Ball t-shirts, and surprise gifts)
- 30 Second PSA to be featured on social media and website
- Wall plaque in the 4 Paws Chapel (when constructed)
- Brick in Memorial Walkway at the Ranch



Lassie Sponsorship \$2,500

- 8 Swag Boxes (each containing two wine glasses, a bottle of wine or champagne, two commemorative Fur Ball t-shirts, and surprise gifts)
- 15 Second PSA to be featured on social media and website
- Wall plaque in the 4 Paws Chapel (when constructed)
- Brick in Memorial Walkway at the Ranch



Morris the Cat Sponsorship \$1,000

- 6 Swag Boxes (each containing two wine glasses, a bottle of wine or champagne, two commemorative Fur Ball t-shirts, and surprise gifts)
- Brick in Memorial Walkway at the Ranch



Lucky Black Cat Sponsorship \$500

- 4 Swag Boxes (each containing two wine glasses, a bottle of wine or champagne, two commemorative Fur Ball t-shirts, and surprise gifts)

Watermelon Mountain Ranch is creating a humane community by...
saving and finding homes for innocent lives on euthanasia lists across the southwest, and providing a sanctuary for both animals and humans to interact and grow in compassion and love.

The 2020 Fur Ball

“A Night at the Oscars” was a *virtual* success!

Steve Stucker’s Parade of Pets was a favorite of the supporters!

Below are the first place, second place, third place and Best of Show winners!

WATERMELON MOUNTAIN RANCH
Animal Center
NEW MEXICO'S LARGEST NO-KILL ANIMAL SHELTER
Established 1999

STEVE STUCKER'S PARADE OF PETS

FUR BALL
A NIGHT AT THE OSCARS

BEST OF SHOW
Miko

1st
Nala
(Urban Cowgirl)

2nd
Prada
(Breakfast at Tiffanys)

3rd
Fonzie
(Bruno Mars)

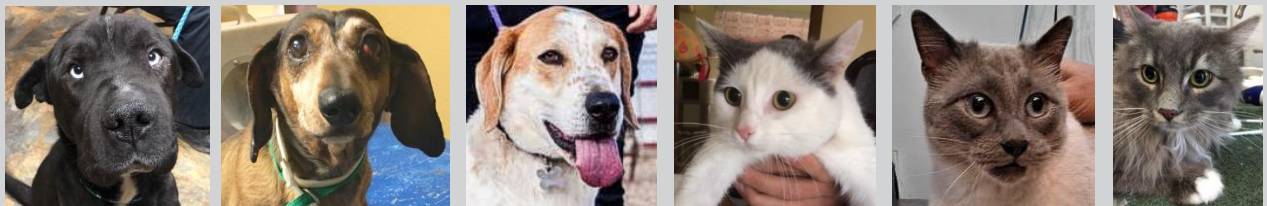
This
Could Be
Your
Pet

2021 Parade of Pets Schedule

- Oct 11 - 24 Photo Contest Submissions Accepted
- Nov. 1-5 Public Voting Period
- Nov. 6 Steve Stucker Announces 2021 Winners!



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

Fur Ball 2021 Corporate Sponsorship Commitment

Company Name _____ Contact Name _____

Contact Email _____ Phone _____

Address _____ City _____ ST _____ ZIP _____

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

Authorized signature _____

Sponsorship Level:

- \$5,000 Top Dog Package
- \$2,500 The Lassie Package
- \$1,000 The Orange Tabby Package
- \$ 500 The Lucky Black Cat Package

Please complete and mail with your donation to:

Watermelon Mountain Ranch
Fur Ball 2020
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!