



New Mexico's Largest
No-Kill Animal Shelter

January 2023

Dear Watermelon Mountain Ranch Business Partner,

This year we celebrate Watermelon Mountain Ranch's 27th year in existence. We champion the thousands of animals we've been able to save, the facilities and services that have developed and blossomed, and the loyal, animal-loving community we have built together.

We invite you to join WMR and our large animal welfare community who value the lives of the abused, abandoned and neglected animals. Please review the enclosed **Partner and Event Sponsorship Opportunities** brochure that outlines three different ways you can team up with WMR and save more fuzzy lives. This year our Fashion Show is April 8, 2023 and the Fur Ball is November 4, 2023. We hope to see you at one (or both!).

Event Sponsorships

There's no party quite like a WMR party. We have two major events every year: Our Fashion & Compassion Fashion Show and Luncheon in the Spring, and our biggest fundraiser of the year, our Fur Ball gala in the Fall. Sponsoring one or both signature events will expose your business to a crowd of animal-loving movers and shakers, all while supporting WMR's lifesaving Molly's Mercy Missions- saving lives on euthanasia lists at high-kill shelters across the southwest.

Annual Partnership

Partners are the lifeblood of Watermelon Mountain Ranch. These are the businesses and foundations that believe in WMR's mission and show their support through annual contributions that sustain our programs and services. As an official partner, your impact is felt in every aspect of our organization.

We invite you to get involved. This is an opportunity to concentrate your support on what matters most to you. On behalf of the animals who have yet to be saved, we thank you for consideration.

The need is always there. So are we... thanks to you.

For the love of animals,



Sophia A. DiClemente
Sophia DiClemente
CEO/Founder
(505) 980-6354
sophiawmr@aol.com



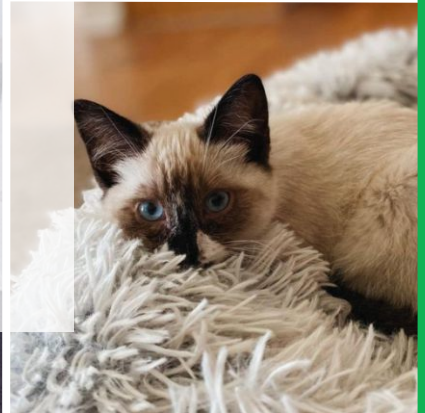
Sara Heffern
Sara Heffern
Executive Director
(505) 267-6983
sarawmr@aol.com



- 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 of 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 proceeds go directly to saving the pets in our community
- Placed over 2,300 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 225 active volunteers
- Is a recognized partner of Best Friends Animal Society
- Receives no funding from the government, or any other national group



2023 PARTNER & EVENT SPONSOR Opportunities



New Mexico's Largest No-Kill Animal Shelter



MAKE AN IMPACT ...and have fun doing it!

You love animals. We love animals.

Your customers love animals. Joining forces is a win-win-win.

Annual partners, event sponsors, and program sponsors will help Watermelon Mountain Ranch **save the lives of more than 2,300 cats and dogs this year and enrich human lives along the way.** As the area's premier no-kill shelter, WMR engages the hearts, hands and minds of the community to help animals. Did you know that WMR received no federal funding? It's true. We rely solely on contributions from individuals, corporations and foundations. With the help of partners like YOU, WMR transforms your donations into actionable, effective programs and services that directly benefit dogs and cats and the people who love them.

WHY PARTNER?

Enhanced Visibility: Statistics say that 88% of Americans will support a company that supports a cause. By partnering with WMR, you'll enjoy increased visibility through our marketing channels, which are filled with tens of thousands of engaged followers. Your good corporate social responsibility will be on full display, and you'll appeal to our slice of the 90.5M pet-owning households.

Local Impact: WMR has been your local rescue since 1996, so it's no understatement to say we have deep roots in our community. We are contiguously improving and expanding operations, and doubling down on our commitment to being the area's premier no-kill shelter.

Solid Investment: We have earned the coveted 4-star rating from Charity Navigator. You can trust that WMR will use your donations wisely.

ANNUAL PARTNERSHIP

Partners are the lifeblood of Watermelon Mountain Ranch. These are the businesses that show their support through annual contributions that sustain our operations and believe in WMR's mission, programs and services. As an official partner, your impact is felt in every aspect of our organization.

ANNUAL PARTNERSHIP PERKS


All annual partners receive these benefits:

- Logo and website link on WMR's homepage (200,000+ unique views per year) and partner webpage
- Tagged posts on WMR's Facebook (22,000+ followers) and Instagram (8,000+ followers) pages
- Logo on partner signage in WMR lobby (9,000+ visitors each year)
- Spotlight in our "Ranch Roundup" eNewsletter (9,000+ subscribers)
- Opportunity to provide marketing materials to all WMR adopters (2,700+ each year)
- Special "WMR Partner" digital logo for your use
- Reserved shelter volunteer day for your staff
- Exclusive content and invitations



HOW TO PARTNER & SPONSOR

There are three partner and sponsor tracks. Choose one path or all three. All partnerships and sponsorships are in effect January 30, 2023 through December 31, 2023.

 Annual Partnership
(\$5,000+)

 Event Sponsorships
(\$250-\$10,000)



*January 31, 2023-December 31, 2023
\$5,000+ annual commitment*



EVENT SPONSORSHIPS

The Fur Ball (November 4, 2023)

There's no party quite like a Watermelon Mountain Ranch party. Top-notch entertainment, unexpected touches, mission moments, and of course, tons of really cute guests. WMR events are always positively spectacular. Sponsoring our signature events will expose your business to a crowd of animal-loving movers and shakers, all while supporting WMR's lifesaving mission. All event proceeds benefit WMR programs.

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. The Fur Ball is known for its festive themes as well as signature cocktails, live and silent auctions, and the ever popular Steve Stucker's Parade of Pets Contest! As a sponsor, you are guaranteed tickets to this high-energy event of the year.

EVENT SPONSORSHIP PERKS

All event sponsors receive these benefits:

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 Sponsor \$10,000

TAKEN

- Top billing on all marketing materials
- Three tables of 10 - (30) guests
- (1) 6' vendor booth
- Full page ad in Fur Ball program
- Opportunity to speak to the crowd
- Wall plaque in the 4 Paws Chapel (when constructed)
- One inscribed Brick in the Memorial Walkway at the Ranch
- Table favors

Top Dog Sponsorship \$5,000

- One table of 10 guests
- (1) 6' vendor table
- 1/4 page ad in Fur Ball program
- Wall plaque in the 4 Paws Chapel (when constructed)
- One inscribed Brick in the Memorial Walkway at the Ranch
- Table favors



Scenes from the ROARing 20th Anniversary Fur Ball, November 5, 2022

Lassie Sponsorship \$2,500

- 5 Fur Ball tickets
- 1/8" page ad in Fur Ball program
- Wall plaque in the 4 Paws Chapel (when constructed)
- One inscribed Brick in the Memorial Walkway at the Ranch
- Table Favors

Morris the Cat Sponsorship \$1,000

- 2 Fur Ball tickets
- 2 WMR Keepsake T-shirts
- Logo in Fur Ball program
- One inscribed Brick in the Memorial Walkway at the Ranch
- Table Favors

Lucky Black Cat Sponsorship \$500

- 2 Fur Ball tickets
- Logo in Fur Ball program
- Table Favors



EVENT SPONSORSHIP

The Fashion & Compassion Show and Luncheon (April 8, 2023)

Fashion & Compassion Fashion Show and Luncheon is *the* spring event and sets the standard for fundraising luncheons! Combining high energy celebrity models and hosts, fabulous raffle prizes, signature cocktails, small plates, a special Walk of Fame by adoptable pets, and door prizes makes the WMR Fashion & Compassion the best afternoon ever spent helping homeless pets! As a sponsor, you will be front and center in all of the festivities!

EVENT SPONSORSHIP PERKS

All event sponsors receive these benefits:

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

- F&C event website landing page
- F&C posters, flyers and invitations
- F&C social media campaign

Title Sponsor - \$5,000

- Logo on all collateral material with headline of Title Sponsor
- Logo in all publicity (including posters, flyers, print ads)
- Logo included in all social media publicity: Facebook, Instagram
- Complimentary seats for 10
- Ten WMR keepsake T-shirts
- Logo w/link on WMR website
- Live recognition of sponsorship at event
- Vendor Table in Welcome lobby
- First right of Title Sponsorship next year
- Provide sample product and/or literature to all participants.
- Speaking opportunity at brunch to promote business

Table Sponsor - \$500

- Complimentary Tickets for 2
- Two WMR keepsake T-shirts
- Vendor Table in Lobby as guests arrive
- Logo w/ Link on Website
- Live recognition of sponsorship at event
- Option for Product & Info Giveaway

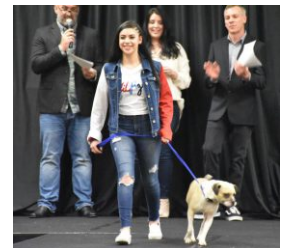
Official Event Pet Groomer - \$100

- Provide pre-show grooming for show dogs (8-10)
- Complimentary Tickets for 2
- Vendor Table in Welcome lobby as guests arrive
- Your company logo w/link on WMR website
- Live recognition of sponsorship at event
- Option for Product & Info Giveaway

Vendor Booth - \$250

- Complimentary Tickets for 2
- Vendor Table in Lobby as guests arrive
- Logo w/ Link on Website
- Mention of Sponsorship at Event
- Option for Product & Info Giveaway

**Your sponsorship is tax-deductible to the extent permitted by law and is limited to the excess contributed over the fair market value of the goods or services provided.*



Scenes from the 2022 Fashion & Compassion Show and Luncheon



2023 Partner & Sponsor Commitment Form

Yes, we want to be an official Watermelon Mountain Ranch Partner and Sponsor!

There are three partner and sponsor tracks. Choose one path or all three.

All partnerships and sponsorships are in effect January 30, 2023 through December 31, 2023.

Annual Partnership

___ \$5,000+

Event Sponsorships

2023 Fashion Show(April)

- ___ \$5,000 Title Sponsor
- ___ \$1,000 Fashionista
- ___ \$ 500 Table Sponsor
- ___ \$ 250 Vendor Booth
- ___ \$ 100 Pet Groomer

2023 Fur Ball (November)

- ___ \$10,000 Title Sponsor
- ___ \$5,000 Top Dog
- ___ \$2,500 Lassie
- ___ \$1,000 Morris the Cat
- ___ \$ 500 Lucky Black Cat



Company Name _____

Contact Person(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone # _____ Email Address _____

Billing Address (if different from mailing address) _____

Enclosed is my check for \$ _____ (Payable to Watermelon Mountain Ranch)

Please charge my credit card in the amount of \$ _____ VISA MC AMEX DISC

Credit Card # _____ Security Code _____ Exp. Date. _____ / _____

Name on Card _____ Signature _____

**Please return completed form to Watermelon Mountain Ranch:
1380 Rio Rancho Blvd., SE, #374, Rio Rancho, NM 87124**

**Your sponsorship is tax-deductible to the extent permitted by law and is limited to the excess contributed over the fair market value of the goods or services provided. **Event-specific underwriting opportunities are available by request.*

Watermelon Mountain Ranch, a 501(c)(3) nonprofit organization is New Mexico's Largest No-Kill Animal Shelter for homeless pets providing adoption, spay/neuter, and educational programs including Molly's Mercy Missions. © 2023 Watermelon Mountain Ranch. All Rights Reserved. EIN: 85-0480585