

Steve  
Stucker  
as the  
Master of  
Ceremonies

18th Annual

# FUR BALL

A NIGHT AT THE

# OSCARS

ONLINE

**VCA**  
Animal Hospitals  
TITLE SPONSOR

**2020  
IS GOING  
VIRTUAL!**



**SPONSORSHIP  
OPPORTUNITIES**

SAT. NOV. 7, 2020

YOU & YOUR ENTOURAGE ARE INVITED TO CELEBRATE  
THE GREATEST ANIMALS OF THE SOUTHWEST



WMRANCH.ORG



New Mexico's Largest  
No-Kill Animal Shelter

18th Annual  
**FUR BALL** A NIGHT AT THE **OSCARS**

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 COVID-19, many of our scheduled fundraising events this year had to be canceled. At the same time, we saw a substantial increase in owner-surrendered pets which flooded 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. We have reconfigured our Fur Ball to a month long collection of community activities around town, culminating with Fur Ball Week (Nov 1-7) including Steve Stucker's Pet Parade and Miss/Mr. Fur Ball (Pet) Contest.**

**Our popular Silent Auction is back and bigger than ever as it goes online this year with over 100 items set for bidding and "Buy it Now" options. Only ticket holders will have access to the silent auction. Ticket prices have been reduced to \$50 (\$25 tax deductible donation), and people are already planning their own Oscar parties at home to enjoy their Fur Ball SWAG gift boxes and access to the biggest silent auction in Fur Ball history!**

**This year's proceeds from the Paddle Raiser will go to help 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 such as weekend getaway packages, services and gifts for the silent auction.**

We would sincerely appreciate anything that 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 Ranch.

For the love of animals,



*Sophia A. DiClemente*

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Be a part of Team Watermelon.  
Help build the lasting legacy of Watermelon Mountain Ranch

# 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.*

Due to health and safety concerns of our supporters, we are taking the activities online! And that includes our ever-popular silent auction, which will be bigger and better than ever before, showcasing over 100 items! Since the event is online, the entire world can purchase a ticket and have access to the activities!

Steve Stucker is back as our Master of Ceremonies and host of the Miss/Mr. Fur Ball Pet Parade and 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 commemorative t-shirt
- Fur Ball posters
- Fur Ball social media campaign (4 months)

Additionally, sponsor levels are awarded:



## **Top Dog Sponsorship \$5,000**

- 10 Swag Boxes (each containing two commemorative etched wine glasses, a bottle of wine or champagne, two commemorative Fur Ball 2020 t-shirts, jewelry, WMR bandana for your pet and Oscar party munchies.)
- 30 Second PSA to be featured on social media and website
- Full Page Ad in Fur Ball Program
- 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 commemorative etched wine glasses, a bottle of wine or champagne, two commemorative Fur Ball 2020 t-shirts, jewelry, WMR bandana for your pet and Oscar party munchies.)
- 1/2 page ad in Fur Ball program
- 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 commemorative etched wine glasses, a bottle of wine or champagne, two commemorative Fur Ball 2020 t-shirts, jewelry, WMR bandana for your pet and Oscar party munchies.)
- 1/4 page ad in Fur Ball program
- Brick in Memorial Walkway at the Ranch



## **Lucky Black Cat Sponsorship \$500**

- 4 Swag Boxes (each containing two commemorative etched wine glasses, a bottle of wine or champagne, two commemorative Fur Ball 2020 t-shirts, jewelry, WMR bandana for your pet and Oscar party munchies.)

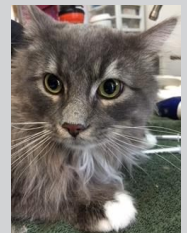
Watermelon Mountain Ranch is creating a humane community by...  
*saving and finding homes for innocent lives on euthanasia lists across the southwest, and providing a sanctuary for both animals and humans to interact and grow in compassion and love.*

## Fur Ball in Wonderland 2019 was one for the record books!

We had record breaking attendance with over 500 guests enjoying the live and silent auctions, Lucky Duck Prize Pond, the Purse Grab and Paddle Raiser! With your help we can make 2020 even better!



This is what the Fur Ball is all about.



Be a part of their success story. Become a Fur Ball sponsor.