

CORPORATE PARTNERSHIP OPPORTUNITIES

JOIN THE #MUDDYPAWSPACK!



MUDDY PAWS
RESCUE



OUR STORY

In 2016, Executive Director Rachael Ziering founded Muddy Paws Rescue with the goal of building a **progressive, responsible, and welcoming foster-based dog rescue** in the New York City community. In that initial year, Muddy Paws set a modest goal of placing 300 dogs, knowing that we would commit to each dog for life and provide all the resources each pup needed to thrive. Thanks to overwhelming community support, Muddy Paws was able to place more than 750 dogs in its first year.

Six years later, Muddy Paws Rescue has become a leading force in foster-based rescue, earning the support of prominent funders in animal welfare such as Petco Love, PetSmart Charities, BISSELL Pet Foundation, PEDIGREE Foundation, and ASPCA.

Muddy Paws Rescue continues to place over 1,000 dogs in adoptive homes each year. Every one of our now 6,000+ adopted dogs has a story to tell, from a life of hardship to a happy ending.



MUDDY PAWS AT A GLANCE

6,727

LIVES SAVED SINCE 2016

588

VOLUNTEERS

61

ADOPTION EVENTS

980

ACTIVE FOSTER HOMES

WE INVITE YOU TO JOIN THE PACK

Our mission is to build and support a thriving community of dog-loving humans dedicated to ending unnecessary euthanasia of companion dogs. We do this through shared learning and education, direct lifesaving, and continuous innovation.

As a 501(c)(3) non-profit rescue, we rely on the generosity of our community to do this work. We offer many rewarding ways for your company and its employees to **participate in and become a part of our lifesaving mission!**





LIFESAVING SPONSORSHIP

By investing in our mission, our corporate partners become an important part of helping Muddy Paws Rescue save the lives of over 1,000 dogs each year.

As a corporate sponsor, you will have the option to build a custom benefits package in line with your company's workplace culture and goals for giving.

We will work closely with you to identify ways to enhance your business goals and to provide recognition of your support to Muddy Paws Rescue's growing community through outreach.

PARTNERSHIP LEVELS



Below are our available sponsorship opportunities. Many of our partners commit to one or more levels of sponsorship based on their own strategic goals.

Pack Partner

- Typically a longer-term partnership that spans between 6-12 months
- Regular contribution to our lifesaving mission, e.g. \$2,500 per quarter, that adds up to \$10,000 - \$25,000
- Integrated content calendar with email/social outreach that aligns with your brand (e.g. social takeovers, product giveaways or features, puppy x product photoshoots)
- Periodic renewal to ensure continued mutual benefits

Muddy Buddy

- Supports lifesaving by offering regular in-kind donations made towards our fundraising efforts (e.g. raffle prize), and supporting general community stewardship (e.g. free product for our monthly donors) or a combination of in-kind donations and monetary donations that add up to \$5,000 - \$9,999
- Typically paired with the aspects of a Puppy Pal relationship

Puppy Pal

- Often includes sharing a product discount with our MPR stakeholders, paired with a donation to Muddy Paws Rescue's mission of \$1,500 - \$4,999 (e.g. We'll share your brand's exclusive promo code to help promote a product, and 10% of proceeds from that product are donated back to Muddy Paws)

HELP BRING PUPS TO NYC

See your dollars at work and give your employees a meaningful experience they won't forget!

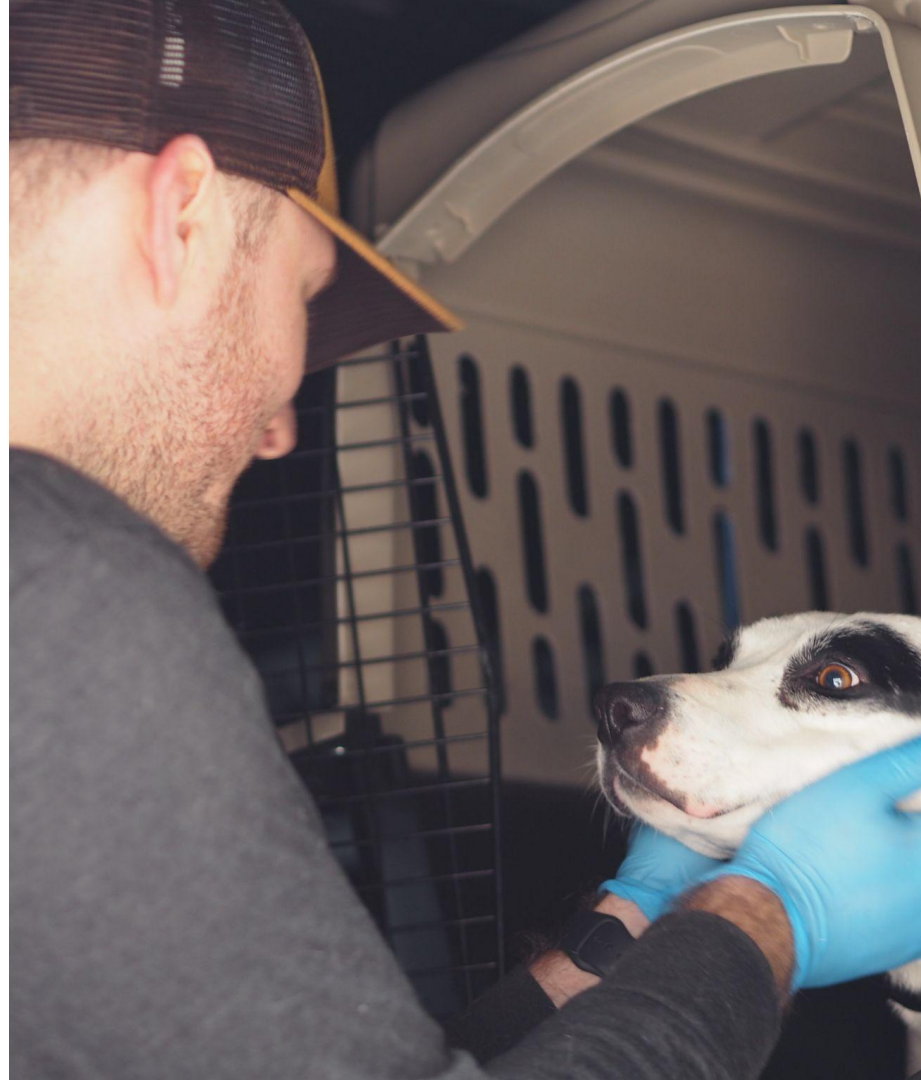
Your team can **sponsor an upcoming transport** and **save up to 30 lives** with a \$5,000 donation.

Then, join us at our Pack HQ (821 9th Avenue in Hell's Kitchen) to welcome the pups as they arrive and head off to their new foster homes.

Duration: Up to 2 hours

Donation: Min. \$5,000 donation

In order to keep our pups safe upon their arrival, we ask that these groups are kept to under 8 people.



MAKE HAPPY TAILS POSSIBLE

Be part of the happiest day of a pups life - when they go home with their new family!

Our centrally-located Saturday adoption events attract crowds - not only those who are adopting that day, but folks who will adopt in the future.

Your team is invited to sponsor an adoption event, join us that day for invaluable in-person engagement with hundreds of dog-lovers and grow your community.

Duration: Up to 3.5 hours

Donation: Min. \$7,500 donation



INSTAGRAM COLLABORATION

We would love to work with you on a one-time collaboration on Instagram that complements your social strategy and outreach tactics.

Our engaged Instagram community of nearly **100,000 dog-lovers** trusts us to work with companies that align with our values - converting posts to purchases and clicks while proving your commitment to helping us save lives.

We work closely with you to customize the content, messaging and timing for a collaborative post, so a lead time of at least one month is typically required for this opportunity.

Content Quantity: 1 in-feed post with additional story slides (room to expand)
Donation: Min of \$2,000





PUPPY PARTY

Boost team spirit and engage your employees by having furry friends visit your office!

Inviting rescue pups (especially adoptable ones!) to your workplace will give your employees a chance to re-energize and de-stress in between meetings or whenever they need a break from the daily grind. We offer both in person and virtual puppy parties.

Duration: Up to 2 hours

Donation: Starts at \$3,000

PUPPY PARTY PACKAGES

WHAT DO YOU GET?	2-EVENT PACKAGE \$4,000	LARGE GROUP \$3,500	SMALL GROUP \$3,000
Event for up to 2 hours	Accommodates up to 100 attendees	Accommodates up to 100 attendees	Accommodates up to 50 attendees
Event set up + takedown	✓	✓	✓
Transportation for 4 pups + handlers to/from a Manhattan-based location	✓	✓	✓
Cleaning Supplies + Toys + Play Pens	✓	✓	✓
Additional staff or volunteers to engage with attendees about future involvement with Muddy Paws	✓	✓	
Additional group volunteer activity for employees	✓		

CORPORATE VOLUNTEERISM

Provide **meaningful opportunities for your employees** as trained volunteers at our adoption events or in behind-the-scenes roles that support Muddy Paws Rescue's lifesaving operations.

We work closely with companies to manage every aspect of our corporate volunteer partnerships. This includes a private orientation right from your office, and a **fulfilling volunteer experience** for your employees as they come together to help rescue dogs find loving homes.

Our corporate volunteer partnerships require a 'per volunteer' donation to cover staff management and facilitation; and procurement and distribution of materials.





ANNUAL EVENTS

Interested in taking things to the next level?

Reach out for more information and learn about specific sponsorship opportunities available at our annual fundraising events!

MPR Block Party

A curated street fair that unites our Hell's Kitchen community.

The Pack Challenge

MPR's largest and most competitive fundraiser that runs July 1st - July 31st each year.

Pawtrait for Good

A digital fundraiser that sells unique, one-of-a-kind pet portraits.

Santa Paws

A magical holiday event for family photos with Santa.

MATCHING GIFTS & CHALLENGES



By matching your employees' charitable contributions, you can double your company's impact on our lifesaving work.

Match Challenges: Offers to match time-based fundraising campaigns are one of the most successful ways for companies to help motivate donors to act fast to double their impact on the cause.

Matching Gifts: Matching donations that your employees already make to Muddy Paws directly supports lifesaving work in *your* community that is important to *your* employees.

YOUR LIFESAVING DOLLARS AT WORK

\$1,000

20 foster kits for new foster parents

\$5,000

3 - 5 days of emergency hospitalization for animals facing medical emergencies

\$1,500

1 year of **cleaning and sanitation supplies** for Muddy Paws Rescue's adoption van

\$10,000

1 year of **mobile adoption events & volunteer training**

\$2,500

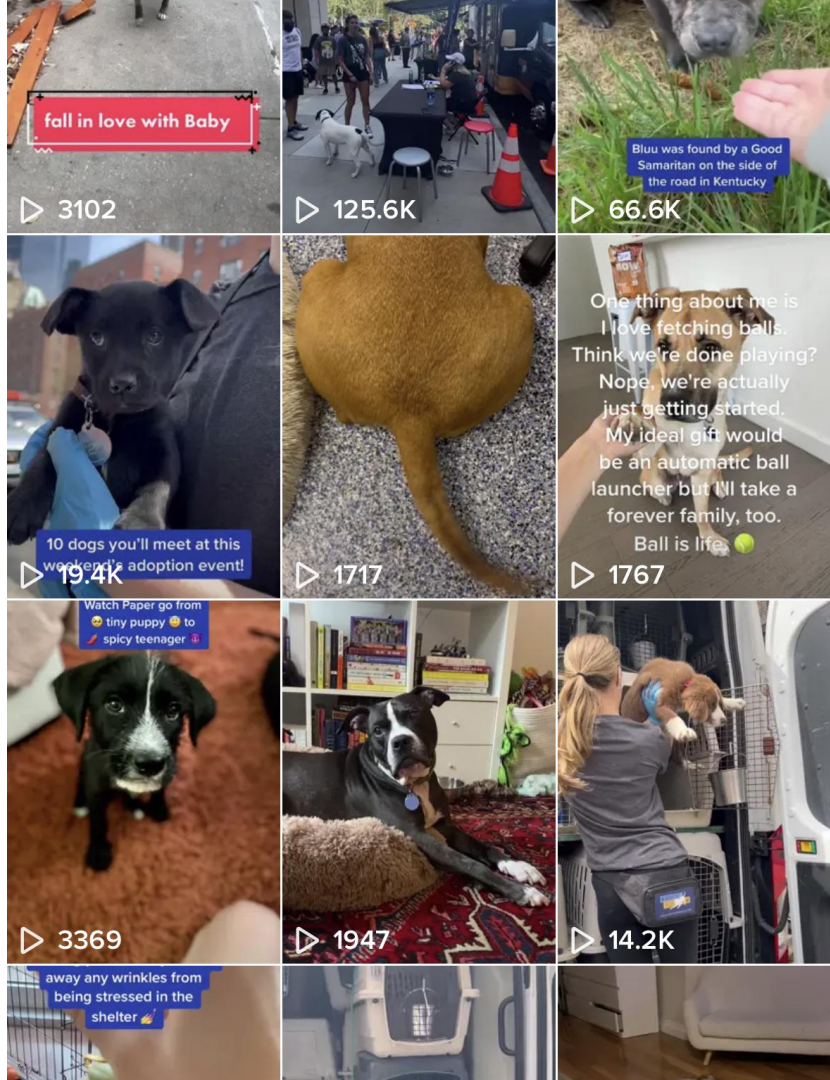
Provides **basic medical care** for up to 40 dogs

\$15,000

Annual cost of immersive behavioral training for dogs in our care

OUR DIGITAL REACH IN 2022

We leverage our growing digital community to promote our adoptable dogs and partners, and to steward volunteers, donors, and foster parents.



PARTNER SPOTLIGHT



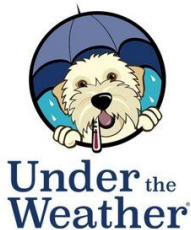
Bearaby

Our partnership with Muddy Paws Rescue couldn't have been more successful. Not only was the Muddy Paws team amazing to work with but also we were able to share the wonderful work they do with thousands of consumers who came through the doors of our Pop Up shop.

Our event with Muddy Paws was the highest turnout we saw throughout all our event programming and, of course, the most adorable. We look forward to teaming up with the Muddy Paws team again soon!

– Ava Pollack, Brand Manager at **Bearaby**

JUST A FEW OF OUR CORPORATE PACK MEMBERS



SPOT & TANGO

DIOR



allbirds

MeUndies



UNCOMPLICATED PET ESSENTIALS™



Bearaby



THANK YOU FOR YOUR SUPPORT!

INTERESTED IN PARTNERING WITH US?

For more information or to schedule opportunities for your company, please contact any member of our team below.



Mallory Kerley

Marketing Director

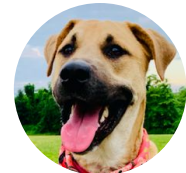
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