



**MEDICAL MUTTS  
SERVICE DOGS**

# Sponsorship **OPPORTUNITIES**



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**MEDICALMUTTS**  
FROM RESCUE TO SERVICE DOG

# Our **MISSION**

Training rescue dogs as service dogs and promoting collaboration between dogs and people through research, education and ethical training.

# Our **SERVICES**

## **Program Dogs**

We train rescue dogs as service dogs to help with conditions such as diabetes, seizures and psychiatric disorders.

## **Boarding & Training**

We train owner dogs as service dogs to help with a disability. The total time of training is 6-8 months.

## **Private & Group Classes**

We teach owners with disabilities how to train their own dogs as their service dogs. The program takes about a year to complete and is done online.



# What makes us **DIFFERENT**

## **Our Dogs are Rescues**

Medical Mutts does not breed dogs, all of our dogs come from rescues and shelters.



## **We are World Leaders in Training**

Our training methods have been substantiated by research. Dogs trained by Medical Mutts were the first to prove that there is a scent released during hypoglycemic episodes and during seizures. These facts and proven methods are now shared with other groups who now train dogs to help people in the U.S., Canada, and Europe.

## **Our Training Methods are Force-Free**

There are different approaches to dog training. At Medical Mutts, we firmly believe that the best service dogs must have the ability to problem solve and take initiative without hesitation. Our training methods are ethical, kind to the animals, and promote confidence, trust, and a strong motivation to work. We never use choke chains, prong collars, or shock collars and consider such devices to be unnecessary and harmful to the dog and to the relationship. Instead, with efficient use of rewards, we develop quality service dogs that are not only great at their job but who also love doing it.

A photograph of a woman with dark hair, wearing a plaid shirt, sitting in a chair and smiling warmly while hugging a small brown and white dog. The dog is wearing a grey and white patterned sweater and a collar with a tag. The photo is framed by a large red circular graphic element.

# The **PEOPLE** Who Need Us

Patients with diabetes or seizures live with an ongoing fear of premature death.

Dogs cannot cure either condition and should never replace any medical treatment already in place, but they provide needed security, help and emotional support.

# How WE HELP

## DIABETIC PATIENTS

1.9 Million  
Americans

Patients with diabetes are often anxious about sleeping through a night event and limit their activities away from family for fear of needing assistance.

A trained dog will:

- Alert their person of a change in their blood glucose levels
- Wake them up at night if there is a change
- Get help by pressing an alert button or going to another person nearby.
- Fetch glucose tabs, a drink, a phone, etc.
- Help the person get up when they feel weak

## EPILEPTIC PATIENTS

13.4 Million  
Americans

Medication to control seizures does not help every patient. Many still struggle with debilitating seizures even with the best of treatment. Simple tasks like cooking, driving, or going up or downstairs can be dangerous.

A trained dog will:

- Alert the person of the onset of the seizures so they can get into a safe position
- Fetch medication or a drink
- Lie down next to the patient to provide comfort and protection
- Get help by pressing an alert button or going to another person nearby.
- Help the person get up after the seizure

## PSYCHIATRIC PATIENTS

44.7 Million  
Americans

Mental illness can greatly reduce a person's ability to lead an independent and meaningful life. Dogs placed with people with Post-Traumatic Stress Disorder (PTSD), depression, anxiety disorders, or bipolar disorder can help provide a sense of security and companionship as well as facilitate social contact with others.

A trained dog will:

- Interrupt repetitive and or self-harming behaviors
- Help their person calm down if they are becoming anxious
- Remind their person to take their medication
- Provide a physical barrier when out in public
- Get help by pressing an alert button or going to another person nearby.



# The DOGS

**391**  
*dogs rescued*

from local shelters  
and rescues



**6-8**  
*months*

to fully train a  
service dog by our  
certified trainers

**1 out of 3**  
*dogs*

has the temperament required to be a  
service dog and will complete our training  
program. The others are adopted out to  
good homes. All dogs receive medical  
attention and training that contribute to a  
better future for all.

**30**  
*behaviors*

will be taught to  
each dog before  
being placed as a  
service dog



# *A Meaningful* **PARTNERSHIP**

We are seeking partners interested in making a real difference in our community by helping us save dogs and provide service dogs to those who need them. Ways you can help:

## **FUNDING**

As a not-for-profit, we strive to provide quality service dogs without overburdening our disabled clients. Each service dog requires months of training, food, and veterinary care that add up to over \$25,000. Our clients are asked to cover 60% of those costs, but each dog still directly costs us over \$10,000 to train. We currently have a 2-year waitlist and our 2023 goal is to provide 30 service dogs to our clients. As a sponsor, you can help us reach that goal with financial contributions. In return, we offer several benefits to our partners.

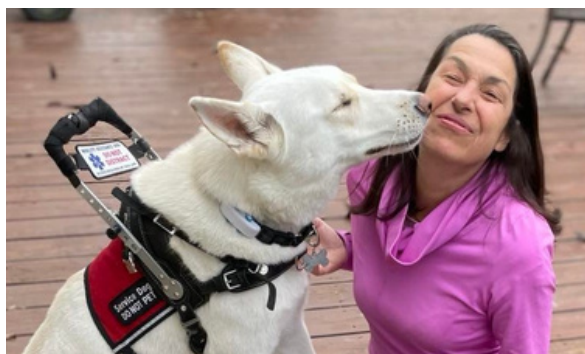
## **IN-KIND GIFTS**

Our in-kind needs include office equipment, building improvements, dog food, treats, toys, veterinary services, medication, a van for dog transport, website design, etc. We accept gifts and donations of most types as we host fundraisers throughout the year and can always use prizes, gift cards, and silent auction items.

## **VOLUNTEERS**

Medical Mutts offers a great opportunity to those who enjoy applying their skills, knowledge, and time to making a difference in their community. We are looking for volunteers to help with events, fundraising, and marketing as well as fostering and caring for our service dog candidates.

# Your **BENEFITS**



## **Benefits from Association with Medical Mutts**

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Corporate alignment with Medical Mutts results in a positive image as a socially responsible company.

Being directly responsible for the improvements in the community and flourishing alongside Medical Mutts.

## **Measurable Benefits\***

All of your contribution will support our work of helping individuals with disabilities and giving shelter dogs a second chance

Recognition on the Medical Mutts website

Earned media through social media posts and press releases

\*See chart on page 11 for full list of benefits





# Visibility **BENEFITS**

Partnering with Medical Mutts allows you visibility to our audience. As one of the largest providers of service dogs in Central Indiana, we have a large following of supporters.



## **MEDIA RELATIONS**

Our strong relationship with local media outlets including tv, radio, print, and podcasts.



## **SOCIAL MEDIA**

Our social media platforms have over 20,000 combined followers. Our platforms include Facebook, Instagram, Twitter, YouTube, TikTok, and LinkedIn.



## **E-NEWSLETTER AND WEBSITE**

Our monthly eNewsletter is sent to over 14,000 subscribers. Our website over 250,000 website sessions annually.



## **VIDEO**

Depending on your sponsorship level, you will benefit from being featured in a video that will be shared on our website, social media, and in our eNewsletter.

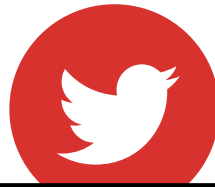
# Social MEDIA

Social Media (as of 01/03/2023)



- Total Followers: **19,715**
- Page Reach (last month): **29,056**
- New Page Likes (last month): **136**
- Post engagement up **66%**

@MedicalMutts



- Total Followers: **39**
- No other analytics available at this time

@MedicalMutts



- Total Followers: **399**
- Followers Increased **64%** compared to Q3
- Accounts reached (last month): **1,900**
- Accounts Engaged (last month): **191**

@MedicalMuttsServiceDogs



- Total Followers: **344**
- Followers Increased **48%** compared to Q3
- Impressions: (last month): **1,307**
- New Page Likes (last month): **150**
- Page Views (last month): **32**



- Total Followers: **51**
- Followers Increased **96%** compared to Q3
- Views on Post since November 2: **675**



- Total Subscribers: **811**
- Video with highest views: Temperament Puppy Testing: **9.4K**

# Sponsorship BENEFITS

<b>Top Dog</b> \$7,500	<b>Big Mutt</b> \$5,000	<b>Little Mutt</b> \$2,500	<b>Pooch Pal</b> \$1,000	<b>Happy Hound</b> \$500
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## Exclusive Benefits

<b>Naming a Medical Mutt</b>	✓				
<b>Invitation to Donor Celebration Annual Event</b>	✓	✓	✓	✓	✓
<b>Meet the Mutts: Personalized meet and greet with our Mutts</b>	✓	✓	✓	✓	✓
<b>Name Placed on Kennel</b>	✓	✓	✓		

## Promotion

<b>Recognition on social media</b>	Monthly	Monthly	Quarterly	Quarterly	Yearly
<b>Announcement of partnership in press release</b>	✓	✓			
<b>Listed on our website</b>	Logo	Logo	Logo	Name	Name
<b>Takeover of our social media channels</b>	✓				
<b>Recognition in our Annual Report</b>	Logo	Logo	Name	Name	Name
<b>Listed in our Monthly eNewsletter</b>	✓	✓	✓		

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## Event Benefits: Purse Bingo, Music for Mutts, Graduations, Calendar

Recognition on our event pages	Logo	Logo	Logo	Name	Name
Business name incorporated into Purse Bingo and Music for Mutts Events	✓				
Recognition in all event press releases	✓	✓			
Recognition on thank you sign posted in our lobby and at all events	Logo	Logo	Logo	Logo	Name
Recognition in event programs	Logo	Logo	Logo	Name	Name
Tickets to Purse Bingo and Music for Mutts (Number of tickets dependent on sponsorship level)	One Table at each event	One Half Table at each event	Two (2) tickets to each event	Two (2) tickets to either Purse Bingo or Music for Mutts	
Recognition during the events	✓	✓	✓	✓	✓
Representative invited to speak at the events	✓				
Booth space at Music for Mutts event	✓	✓	✓	✓	✓
Priority seating and recognition at our Graduation Events	✓	✓			
Advertisement in Calendar Contest	✓	✓	✓	✓	

*Helping*  
**PEOPLE**

*Saving*  
**DOGS**

*Promoting*  
**KINDNESS**



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