

# *Third Annual Fur Ball*

Saturday, April 28, 2018  
Suburban Collection, Novi



Hosted by Fun Raising 4 Animal Rescue, a 501(c)(3) nonprofit  
[funraising4animalrescue.org/furball](http://funraising4animalrescue.org/furball)

*Celebrating and benefiting local organizations dedicated to  
rescue, rehabilitation, and adoption of animals  
who depend on all of us:*

Cat Tail Acres  
Friends for Animals of Metro Detroit  
Michigan Animal Adoption Network

## *Sponsor & Partner Opportunities*

## What is Fur Ball?

The Fur Ball is a gala evening that celebrates the life-saving work of local animal organizations. It includes a strolling cocktail reception, a sumptuous multiple-course buffet dinner, live music, dancing, and memorable silent and live auctions. The event attracts more than 250 animal lovers from all walks of life--- community leaders, business owners, corporate executives, animal-sheltering innovators---joining "paws" to make a difference.

## Why should YOU be a Fur Ball partner?

- Your business will have a unique opportunity to establish and strengthen brand and public awareness. With over 50% of Americans being pet owners, your partnership will be meaningful to many of your clients and they'll appreciate your commitment to a cause they care about. Never doubt that animal-lovers are an extremely loyal group!
- You can feel confident in your donation; the beneficiaries we have chosen rate high for sheltering practices, fiscal management, accountability, and transparency.
- You'll receive a tax deduction for your donation (as allowed by law).



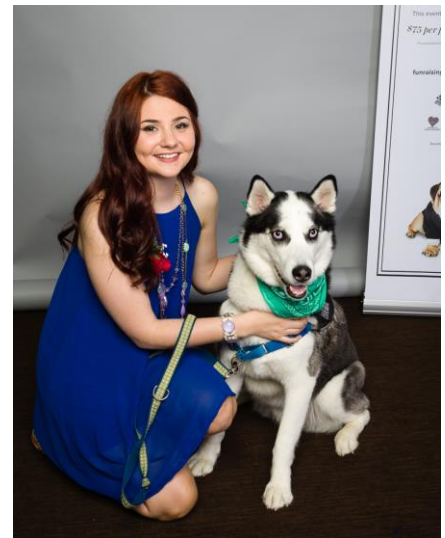
## Who are the 2018 Fur Ball beneficiaries?

The three organizations we have chosen are: **Cat Tail Acres** (Shelby Township), **Friends for Animals of Metro Detroit** (Dearborn), and **Michigan Animal Adoption Network** (Troy). All three are local STARs, providing sanctuary and essential services (especially promoting the human-animal bond); teaching about responsibility and respect for animals; offering adoption and community outreach; and a focus on rescue and rehabilitation.

## Who are current and past Fur Ball supporters?

### PUBLICITY AND PROMOTION

- Promotion through our radio media sponsor WJR
- Televised media, including WDIV Local 4---our emcee is **WDIV Meteorologist Paul Gross**
- Featured stories in Heritage newspapers
- Full social media promotions via Facebook, Twitter, Instagram, YouTube via Fur Ball portals and all 3 beneficiary organization portals









### PREMIER SPONSORS

- Ansara Restaurant Group
- Curtis Glass Co.
- Dearborn Family Pet Care
- Ile Excavating, Inc.
- Kramar Jewelry
- Lear Corporation
- UBS: BLS Financial Partners

## Premier Packages

All premier packages are exclusive, and include the following “sit pretty” rewards for your generosity:





- Social media features spotlighting your business or social media platform upon sponsorship confirmation
- Company logo and hyperlink on event website
- Listing in event invitation mailed in February
- Premier recognition on event and table signage
- Company logo featured in scrolling digital display throughout the evening
- Opportunity to include promotional item(s) in guest gift bags
- Invitation to pre-glow VIP reception (5:30 p.m. to 6:15 p.m.)

Additional Premier Benefits	Platinum “Rescuer” Presenting	“Top Dog” Dinner	“VIP” OR Event Reception	“Purr”-ferred Veterinary or Business Leader	“Meow-sic” Entertainment	“Best in Show” Auction
	\$10,000	\$5,000	\$4,000	\$2,500	\$2,000	\$2,000
“Sponsored by” right to the event: Fur Ball 2018 proudly sponsored by (You or Your Company) + Right of first refusal for Presenting Sponsor for 2019 event						
Your Company will have non-compete sponsorship rights; i.e. only 1 bank or realtor						
Recognition in Fur Ball press and/or media releases						
Acknowledgment as the Presenting Sponsor by the emcee throughout the evening						
Opportunity to have a central marquee at Fur Ball						
Feature in the Fur Ball print program	2-page center spread	½-page ad	½-page ad	½-page ad	¼-page ad	¼-page ad
Opportunity to be involved in the sponsored experiential portion of the event <b>*2 Receptions:</b> Very Important Paws (VIP): 5:30 p.m. to 6:15 p.m. OR Cocktail: 6:00 p.m. to 7:00 p.m.	Opening remarks/ program	Dining buffet table recognition features	Signature cocktail named for you, plus your logo on cocktail napkins		Interact with Rick Lieder Band & special guest performers	Live & Silent Auction recognition features
<b>Tickets to the Fur Ball (tables seat 10), with premier seating location</b>	20 (2 tables)	10 (1 table)	8 tickets	8 tickets	6 tickets	6 tickets

## Event/Table Packages

All event/table packages are unlimited, and include the following “sit pretty” rewards for your generosity:



- Listing on Fur Ball event website
- Recognition on event signage
- Listing in the Fur Ball event program
- Listing in scrolling digital display throughout the evening

Additional Benefits	“Aristocats” Table Sponsor	“Wonderdog” Sponsor	“Lady and the Tramp” Sponsor
	\$1,500	\$750	\$400
Listing in event invitation mailed in February			
Signage on your reserved table			
Invitation to pre-glow VIP reception			
Tickets to the Fur Ball (tables seat 10)	10 tickets with prominent table location	6 tickets	2 tickets

## Premium & Standard Event Tickets

All ticket purchases include:

- Cocktail reception from 6:00 p.m. to 7:00 p.m.
- Multi-course gourmet buffet dining
- Music and dancing provided by the incomparable Rick Leider Band
- Memorable silent and live auction

Additional Benefits	Fur Ball Friend	Standard Ticket
	\$150	\$100
Listing on Fur Ball event website		
Listing in Fur Ball event program		
Tickets to the Fur Ball	1 ticket	1 ticket

## Advertising Options: Fur Ball Event Program Guide

Full-page ad: \$1,000

Half-page ad: \$500

Quarter-page ad: \$250

Advertising and design specs will be supplied by, and coordinated with, your event contact  
Deadline for submission is Friday, April 6, 2018.



Saturday, April 28, 2018

## 3<sup>rd</sup> Annual Fur Ball Sponsor Registration

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Presenting: \$10,000   | <input type="checkbox"/> Best in Show Auction: \$2,000   |
| <input type="checkbox"/> Top Dog Dinner: \$5,000         | <input type="checkbox"/> Aristo-cats Table: \$1,500      |
| <input type="checkbox"/> VIP Reception: \$4,000          | <input type="checkbox"/> Wonderdog: \$750                |
| <input type="checkbox"/> Fur Ball Reception: \$4,000     | <input type="checkbox"/> Lady & the Tramp: \$400         |
| <input type="checkbox"/> Purr-ferred Business: \$2,500   | <input type="checkbox"/> Advertising: Full-page: \$1,000 |
| <input type="checkbox"/> Purr-ferred Veterinary: \$2,500 | <input type="checkbox"/> Advertising: Half-page: \$500   |
| <input type="checkbox"/> Meow-sic Entertainment: \$2,000 | <input type="checkbox"/> Advertising: Quarter-page \$250 |

Business Name: \_\_\_\_\_  
(Exactly as it should appear in all event promotion)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Business URL: \_\_\_\_\_  Facebook  Twitter  Instagram

Special requests or considerations: \_\_\_\_\_  
(e.g., description of event gift bag item(s) associated with corresponding premier sponsorship)

I would also like to contribute an auction item: \_\_\_\_\_  
(briefly describe item & estimated value; your Full Ball contact will coordinate further details)

### **Fur Ball Conditions of Sponsorship**

- Confirmation of sponsorship will be made upon receipt of payment + benefits will be coordinated by your Fur Ball contact
- Inclusion in event invitation (premier sponsors \$1.5K and over) with commitment by **February 1, 2018**
- Event Gift Bag Materials: must be given to your Fur Ball contact at least one week prior to the event (**Friday, April 20, 2018**)
- Business logos: must be provided in formats for Web and print display (.eps & .jpg files)
  - E-mail to: Kelle Sisung, Fur Ball committee member, at [kellesisung@gmail.com](mailto:kellesisung@gmail.com)
- Recognition on Fur Ball website [[funraising4animalrescue.org/furball](http://funraising4animalrescue.org/furball)] + social media
  - The Fur Ball requests a reciprocal link on sponsor website and social media page(s)

**Sponsor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### **Sponsor Payment**

Method of payment: \_\_\_\_\_ Please send me an invoice \_\_\_\_\_ Check \_\_\_\_\_ Credit Card

Card number: \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

**Please make checks payable to:** Fun Raising 4 Animal Rescue or FR4AR

**Mail to:** Aleta Sill's Bowling World, 30250 W. 9 Mile Rd., Farmington Hills, MI 48336

**Questions:** Contact Kelle Sisung, Fur Ball committee member | [kellesisung@gmail.com](mailto:kellesisung@gmail.com) | 313-303-1770