

Fourth Annual Fur Ball

Saturday, April 27, 2019
Suburban Collection, Novi



Hosted by Michigan Animal Welfare Foundation, a 501(c)(3) nonprofit
michigananimalwelfarefoundation.org

*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).



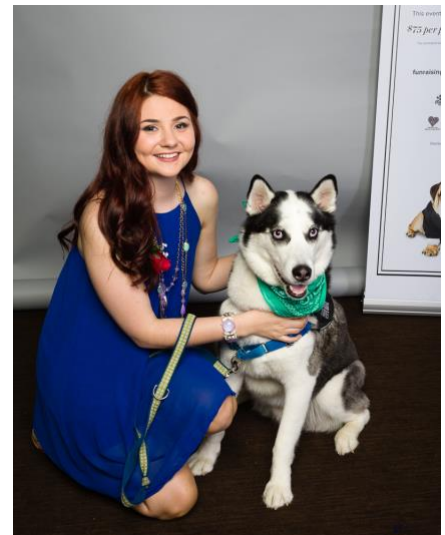
Who are the 2019 Fur Ball beneficiaries?

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 2019 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 *2 Receptions: 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
Tickets to the Fur Ball (tables seat 10), with premier seating location	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 5, 2019.



Saturday, April 27, 2019

4th 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, 2019**
- Event Gift Bag Materials: must be given to your Fur Ball contact at least one week prior to the event (**Friday, April 19, 2019**)
- 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
- Recognition on Fur Ball website: michigananimalwelfarefoundation.org + 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: Fur Ball

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 | 313-303-1770