

Saturday, August 8, 2020
Country Lanes, Farmington Hills



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

June 1-August 31 Pledge Site: Bowl4AnimalRescue.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 Bowl-4-Animal Rescue?

Bowl-4-Animal Rescue (B4AR) is a 3-month pledge-drive that culminates in a huge bowling/auction/raffle event to support animals in need in our communities. The B4AR attracts nearly 300 animal lovers of all ages---from children to seniors. While we do attract professional bowlers, animals in need don't care if you're a good bowler, a bad bowler, or no bowler at all---they're just "bowed over" by your generosity! Plus, you don't even have to bowl to participate in the pledge drive and make a real difference.



Why should YOU be a B4AR partner?

- Your business will have an amazing opportunity to broaden brand and public awareness. With over 50% of Americans being pet owners, your partnership will speak volumes to many of your clients. Never doubt that animal-lovers are an extremely loyal group!
- Your reach will be "striking"; attendees come from all over Southeast Michigan, including Livonia, Plymouth, Canton, Northville, Birmingham, Farmington Hills, Grosse Pointe, Westland, Southfield, Dearborn, Dearborn Heights, Allen Park, Lincoln Park, Detroit---and online pledge-getters are located all over the country!
- Your partnership will be a win-win-win since not just 1, but 3 well-deserving animal organizations will be able to continue their live-saving efforts.
- You'll receive a tax deduction for your donation (as allowed by law).



Who are the 2020 B4AR 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 B4AR supporters?

B4AR FOUNDERS

Professional Bowlers Aleta Sill and Michelle Mullen. Aleta Sill, First Lady \$1,000,000 Bowler, Michigan Sports Hall of Famer and Detroit Dream Team Legendary Athlete; and Michelle Mullen, 4-time PWBA Champion, USBC Gold Coach, and author of *Bowling Fundamentals*.

PUBLICITY AND PROMOTION

- Promotion through our radio media partner 96.3 WDVD
- Televised media, including Fox 2 Detroit
- Featured stories in Heritage newspapers
- Full social media promotions via Facebook, Twitter, Instagram, YouTube via B4AR portals and all 3 beneficiary organization portals



PREMIER SPONSORS

- Chap's Feed Store
- Dearborn Family Pet Care
- Kramar Jewelry
- Lear Corporation
- Pet Supplies Plus
- PNC Bank
- Premier Pet Supply
- Red Robin

Premier Packages

All premier packages are exclusive EXCEPT for “Paws-itively Premier”, 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
- Company logo and hyperlink featured in ongoing and blast E-communications sent to all participants
- Logo feature on exclusive Bowl-4-Animal Rescue event T-shirt
- Premier recognition on company banner during B4AR event
- Opportunity to include promotional item(s) in guest gift bags
- Logo feature in the B4AR event guide

| Premier Sponsorship Opportunities | Cost | Experiential Opportunity | Premier Lane Location |
|---|---------|---|-----------------------|
| “Kingpin” Presenting Sponsor - Exclusive <ul style="list-style-type: none"> • “Presented by” right to the event: Bowl-4-Animal Rescue 2020 proudly presented by (You or Your Company) + Right of first refusal for Presenting Sponsor for 2021 event • Company name featured on Country Lanes’ marquee leading up to the event • Recognition in B4AR press and/or media releases • Acknowledgment as the Presenting Sponsor by the emcee throughout the evening • Opportunity to have a centrally located exhibit space at B4AR | \$5,000 | Opening remarks/program | 24 tickets (4 lanes) |
| “Roll-in” Registration Sponsor - Exclusive | \$2,500 | Registration recognition features; guest gift bag | 12 tickets (2 lanes) |
| “Anchor Us” Auction Sponsor - Exclusive | \$2,000 | Auction recognition features | 12 tickets (2 lanes) |
| “Paws-itively” Premier Sponsor - Unlimited | \$1,000 | | 12 tickets (2 lanes) |

Event Sponsorships

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

- Listing on event website
- Recognition on event signage
- Listing in the B4AR event guide

| Event Sponsorship Opportunities | Cost | Tickets |
|---|-------|-----------------------|
| “Elite” Sponsor - Unlimited <ul style="list-style-type: none"> • Company logo and hyperlink on event website • Logo feature on exclusive Bowl-4-Animal Rescue event T-shirt • Opportunity to include promotional item(s) in guest gift bags • Logo recognition on company banner during B4AR event | \$500 | 6 tickets (1 lane) |
| “Prime” Sponsor - Unlimited <ul style="list-style-type: none"> • Logo recognition on company banner during B4AR event | \$250 | |
| “Prime” Sponsor - Unlimited <ul style="list-style-type: none"> • Recognition on signage at a lane | \$100 | |

Premium & Standard Event Tickets

All ticket purchases include:

- For bowlers: 3 games of 9-pin "No Tap" + shoes
- Buffet dinner spread
- Music and karaoke with our in-house deejay
- A variety of raffles including a Tin-Can raffle

| Event Sponsorship Opportunities | Cost | Tickets |
|--|-------|-----------------------|
| Lane Buddies (pre-sale only) <ul style="list-style-type: none"> • \$10 discount and assurance of reserved lane for your team | \$200 | 6 tickets (1 lane) |
| Standard Ticket (pre-sale) <ul style="list-style-type: none"> • \$5 discount and assurance of bowling spot | \$35 | 1 ticket |
| Standard Ticket (at event) | \$40 | 1 ticket |



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2020 Bowl-4-Animal Rescue Sponsor Registration

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Kingpin Presenting: \$5,000 | <input type="checkbox"/> Elite: \$500 |
| <input type="checkbox"/> Roll-In Registration: \$2,500 | <input type="checkbox"/> Prime: \$250 |
| <input type="checkbox"/> Anchor Us Auction: \$2,000 | <input type="checkbox"/> Lane: \$100 |
| <input type="checkbox"/> Paws-itively Premier: \$1,000 | |

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 B4AR contact will coordinate further details)

Bowl-4-Animal Rescue Conditions of Sponsorship

- Confirmation of sponsorship will be made upon receipt of payment + benefits will be coordinated by your B4AR contact
- Event Gift Bag Materials: must be given to your B4AR contact at least one week prior to the event (**Sat, August 1, 2020**)
- Business logos: must be provided in formats for Web and print display (.eps & .jpg files)
 - E-mail to: Michelle Mullen, B4AR committee member, at michelle@miawf.org
- Recognition on B4AR website Bowl4AnimalRescue.org + social media
 - Bowl-4-Animal Rescue 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: Bowl-4-Animal Rescue

Mail to: Michigan Animal Welfare Foundation,, 30250 W. 9 Mile Rd., Farmington Hills, MI 48336

Questions: Contact Michelle Mullen, B4AR committee member | michelle@miawf.org | 248.217.8275