

Fifth Annual Fur Ball

Saturday, April 23, 2022
Suburban Collection, Novi



Hosted by Michigan Animal Welfare Foundation, a 501(c)(3) nonprofit
Miawf.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:

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

The event attracts more than 300 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 2022 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 EXCEPT for “Purr”-perred Business Leader, 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 signage
- Company logo featured in scrolling digital display throughout the evening
- Invitation to pre-glow VIP reception (5:30 p.m. to 6:00 p.m.)

Premier Sponsorship Opportunities	Cost	Print Program Feature	Experiential Opportunity	Premier Seating
Platinum “Rescuer” Presenting Sponsor-Exclusive <ul style="list-style-type: none"> • “Presented by” right to the event: Fur Ball 2022 proudly presented by (You or Your Company) + Right of first refusal for Presenting Sponsor for 2023 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 	\$10,000	2-page center spread	Opening remarks/program	20 tickets (2 tables)
“Top Dog” Dinner Sponsor - Exclusive	\$5,000	½-page ad	Dining table recognition features	10 tickets (1 table)
“VIP” Reception Sponsor - Exclusive	\$4,000	½-page ad	Signature cocktail named for you, plus your logo on cocktail napkins	8 tickets
“Purr”-ferred Business Leader Sponsor <ul style="list-style-type: none"> • Exclusive within business sector; i.e. only 1 bank or realtor 	\$2,500	½-page ad		8 tickets
“Meow”sic Entertainment Sponsor – Exclusive	\$2,000	¼-page ad	Interact with Rick Lieder Band & special guest performers	6 tickets
“Best in show” Auction Sponsor - Exclusive	\$2,000	¼-page ad	Live & Silent Auction recognition features	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 and program
- Recognition on event signage
- Listing in scrolling digital display throughout the evening

Opportunities	Cost	Seating
“Aristocats” Table Sponsor <ul style="list-style-type: none"> • Listing in the event invitation mailed in February • Signage on your reserved table • Invitation to pre-glow VIP reception (5:30 p.m. to 6:00 p.m.) 	\$1,500	10 tickets (1 tables)
“Wonderdog” Sponsor <ul style="list-style-type: none"> • Listing in the event invitation mailed in February 	\$1,000	6 tickets
“Lady and the Tramp” Sponsor	\$400	2 tickets

Premium & Standard Event Tickets

Opportunities	Cost	Seating
“Fur Ball” Friend <ul style="list-style-type: none"> • Listing on Fur Ball event website • Listing in Fur Ball event program 	\$150	1 ticket
Standard Ticket	\$125	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, March 25, 2022

FUR BALL



Saturday, April 23, 2022

2022 Fur Ball Sponsor Registration

- | | |
|--|--|
| <input type="checkbox"/> Platinum Presenting: \$10,000 | <input type="checkbox"/> Aristo-cats Table: \$1,500 |
| <input type="checkbox"/> Top Dog Dinner: \$5,000 | <input type="checkbox"/> Wonderdog: \$1,000 |
| <input type="checkbox"/> VIP 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"/> Meow-sic Entertainment: \$2,000 | <input type="checkbox"/> Advertising: Half-page: \$500 |
| <input type="checkbox"/> Best in Show Auction: \$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, 2022**
- Event Gift Bag Materials: must be given to your Fur Ball contact at least one week prior to the event (**Friday, April 8, 2022**)
- Business logos: must be provided in formats for Web and print display (.eps & .jpg files)
 - E-mail to: Michelle Mullen, Fur Ball committee member, at michelle@miawf.org
- 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 Michelle Mullen, Fur Ball committee member | michelle@miawf.org | 248.217.8275