

Saturday, August 13, 2022  
Country Lanes, Farmington Hills



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

June 1-August 31 Pledge Site: [Bowl4AnimalRescue.org](http://Bowl4AnimalRescue.org)

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

Cat Tail Acres  
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 2022 B4AR beneficiaries?

The three organizations we have chosen are: **Cat Tail Acres** (Shelby Township) and the **Michigan Animal Adoption Network /Animal Care 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 has included Fox 2 Detroit, WDIV Local 4
- 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
<b>“Kingpin” Presenting Sponsor - Exclusive</b> <ul style="list-style-type: none"> <li>• “Presented by” right to the event: Bowl-4-Animal Rescue 2022 proudly presented by (You or Your Company) + Right of first refusal for Presenting Sponsor for 2023 event</li> <li>• Company name featured on Country Lanes’ marquee leading up to the event</li> <li>• Recognition in B4AR press and/or media releases</li> <li>• Acknowledgment as the Presenting Sponsor by the emcee throughout the evening</li> <li>• Opportunity to have a centrally located exhibit space at B4AR</li> </ul>	\$5,000	Opening remarks/program	24 tickets (4 lanes)
<b>“Roll-in” Registration Sponsor - Exclusive</b>	\$2,500	Registration recognition features; guest gift bag	12 tickets (2 lanes)
<b>“Anchor Us” Auction Sponsor - Exclusive</b>	\$2,000	Auction recognition features	12 tickets (2 lanes)
<b>“Paws-itively” Premier Sponsor - Unlimited</b>	\$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
<b>“Elite” Sponsor - Unlimited</b> <ul style="list-style-type: none"> <li>• Company logo and hyperlink on event website</li> <li>• Logo feature on exclusive Bowl-4-Animal Rescue event T-shirt</li> <li>• Opportunity to include promotional item(s) in guest gift bags</li> <li>• Logo recognition on company banner during B4AR event</li> </ul>	\$500	6 tickets (1 lane)
<b>“Prime” Sponsor - Unlimited</b> <ul style="list-style-type: none"> <li>• Logo recognition on company banner during B4AR event</li> </ul>	\$250	
<b>Lane Sponsor - Unlimited</b> <ul style="list-style-type: none"> <li>• Recognition on signage at a lane</li> </ul>	\$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
<b>Lane Buddies (pre-sale only)</b> <ul style="list-style-type: none"> <li>• \$10 discount and assurance of reserved lane for your team</li> </ul>	\$200	6 tickets (1 lane)
<b>Standard Ticket (pre-sale)</b> <ul style="list-style-type: none"> <li>• \$5 discount and assurance of bowling spot</li> </ul>	\$35	1 ticket
<b>Standard Ticket (at event)</b>	\$40	1 ticket



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## 2022 Bowl-4-Animal Rescue Sponsor Registration

- Kingpin Presenting: \$5,000
- Roll-In Registration: \$2,500
- Anchor Us Auction: \$2,000
- Paws-itively Premier: \$1,000

- Elite: \$500
- Prime: \$250
- Lane: \$100

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 (**Fri, August 5, 2022**)
- 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](mailto:michelle@miawf.org)
- Recognition on B4AR website [Bowl4AnimalRescue.org](http://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: 30250 W. 9 Mile Rd., Farmington Hills, MI 48336  
Questions: Contact [michelle@miawf.org](mailto:michelle@miawf.org) | 248.217.8275



