

Saturday, August 12, 2023
Country Lanes, Farmington Hills



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

Online Registration and Pledge Drive:
June 1-August 31
Bowl4AnimalRescue.org

Celebrating and empowering
animal welfare organizations in Southeast Michigan,
dedicated to serving animals in need in our community.

All proceeds from this event will benefit:

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 to celebrate animal welfare. You can bowl and/or raise pledges for prizes! Animals in need don't care if you're a good bowler, a bad bowler, or no bowler at all --- they just need your help! 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 help well-deserving animal organizations will be able to continue their live-saving efforts.
- Donations are tax-deductible



Who are the 2023 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 with community outreach.

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 Sponsorship Packages

All premier sponsorship packages are exclusive EXCEPT for “Paws-itively Premier”

Packages include these “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 2023 proudly presented by (You or Your Company) + Right of first refusal for Presenting Sponsor for 2024 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	\$3,000	Registration recognition features; guest gift bag	12 tickets (2 lanes)
“Anchor Us” Auction Sponsor - Exclusive	\$2,500	Auction recognition features	12 tickets (2 lanes)
“Paws-itively” Premier Sponsor - Unlimited	\$1,250		12 tickets (2 lanes)

Event Night Sponsorships

All event night 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 	\$650	6 tickets (1 lane)
“Prime” Sponsor - Unlimited <ul style="list-style-type: none"> • Logo recognition on company banner during B4AR event 	\$300	
Lane Sponsor - Unlimited <ul style="list-style-type: none"> • Recognition on signage at a lane 	\$150	

Premium & Standard Event Tickets

All ticket purchases include:

- For bowlers: 3 games of 9-pin "No Tap" + shoes
- Red Robin food
- Music and karaoke with our in-house DJ
- 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"> • \$15 discount and assurance of reserved lane for your team 	\$225	6 tickets (1 lane)
Standard Ticket (pre-sale) <ul style="list-style-type: none"> • \$5 discount and assurance of bowling spot 	\$40	1 ticket
Standard Ticket (at event)	\$45	1 ticket



Saturday, August 12, 2023

2023 Bowl-4-Animal Rescue Sponsor Registration

- ☐ Kingpin Presenting: \$5,000
- ☐ Roll-In Registration: \$3,000
- ☐ Anchor Us Auction: \$2,500
- ☐ Paws-itively Premier: \$1,250

- ☐ Elite: \$650
- ☐ Prime: \$300
- ☐ Lane: \$150

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 4, 2023**)
- Business logos: must be provided in formats for Web and print display (.eps & .jpg files)
 - E-mail to: Michelle Mullen - 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: 30250 W. 9 Mile Rd., Farmington Hills, MI 48336
Questions: Contact michelle@miawf.org | 248.217.8275

