



7th annual
FUR BALL



Saturday, April 27, 2024
Laurel Manor - Livonia, Michigan

**Sponsor / Ticket / Advertising
Opportunities**

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

*Celebrating and raising funds, resources and awareness for life saving
animal organizations in our community*

Beneficiaries include:
Blue Star Service Dogs
Cat Tail Acres Sanctuary
Friends of Detroit Animal Care and Control





What is Fur Ball?

The Fur Ball is a gala evening that celebrates the life-saving work of local animal organizations. It includes:

- Pre-glow reception for Honorary Committee and Sponsors (5:30 p.m. – 6:00 p.m.)
- Cocktail reception with passed hors d'oeuvres (6:00 p.m. – 7:00 p.m.)
- Open Bar
- Multi-course elegant gourmet dinner, including filet and chicken duet or vegan pasta dish
- LIVE entertainment – Dan Rafferty Band -- Dancing
- Memorable silent and live auction

The event attracts more than 350 animal lovers from metro Detroit! Attendees from far and wide, including community leaders, business owners, corporate executives, animal-sheltering innovators, joining “paws” to make a difference in the lives of animals in need!

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 will 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 will receive a tax deduction for your donation (as allowed by law).

Fur Ball beneficiaries

Blue Star Service Dogs, Cat Tail Acres Sanctuary and Friends of Detroit Animal Care and Control are local STARS, providing adoption, fostering, sheltering, education and outreach to citizens through community programs.

Media supporters include:



- Promotion through radio media sponsors
- Televised media, including WDIV-TV
Local 4---Emcee, WDIV-TV Meteorologist Emeritus, Paul Gross
- Featured stories in Heritage newspapers
- Social media promotions via Facebook, Twitter, Instagram, YouTube via Fur Ball portals and beneficiary organizations



Premier Sponsorships Packages

Premier Sponsorship Opportunities	Cost	Print Program Feature	Experiential Opportunity	Premier Seating
<p>Platinum “Rescuer” Presenting Sponsor - Exclusive</p> <ul style="list-style-type: none"> • “Presented by” right to the event: Fur Ball 2024 proudly presented by (you or your company), plus right of first refusal for presenting sponsor for 2025 • Recognition in Fur Ball press and/or media releases • Social media spotlighting your business • Acknowledgment as the presenting sponsor by the emcee throughout the evening • Two-page center-spread ad in event program • Company logo/link on Fur Ball event website • Company logo on invitation mailed in February (confirm by 1/15/2024) • Premier table placement • Logo recognition on Fur Ball event signage • Company logo on scrolling digital display at event • Company logo on silent and live auction material • Opening remarks during opening ceremony 	\$10,000	2 page center spread ad	<p>Opening Remarks</p> <p>Logo recognition on Live and Silent Auction material</p>	16 tickets
<p>“Top Dog” Sponsor</p> <ul style="list-style-type: none"> • Social media spotlighting your business • One page ad in prime location in event program • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/15/024) • Premier table placement • Logo recognition on Fur Ball event signage • Company logo on scrolling digital display at event • Company logo on silent and live auction material 	\$5,000	1 page ad	<p>Logo Recognition on Live and Silent Auction material</p>	10 tickets
<p>“Aristocats” Table Sponsor</p> <ul style="list-style-type: none"> • ½ page ad in the event program • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/15/2024) • Signage on your reserved table • Recognition on event signage • Company logo on digital display at event 	\$3,000	½ page ad		10 tickets
<p>“Best in Show” Sponsor</p> <ul style="list-style-type: none"> • ¼ page ad in the event program • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/15/024) • Logo recognition on Fur Ball event signage • Company logo on digital display at event 	\$2,000	¼ page ad		6 tickets
<p>“Cool Cat” Sponsor</p> <ul style="list-style-type: none"> • ¼ page ad in the event program • Listing on invitation (confirm by 1/15/2024) • Listing on Fur Ball event website and program • Listing on scrolling digital display at event 	\$1,000	¼ page ad		2 tickets

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Honorary Committee and Standard Ticket Packages

Ticket Opportunities	Cost	Seating
“Honorary” Committee Ticket <ul style="list-style-type: none"> Standard ticket plus listing on invitation (confirm by 1/15/2024) Listing on Fur Ball event website Listing in Fur Ball event program 	\$275	1 ticket
Standard Ticket <ul style="list-style-type: none"> Filet and chicken duet (vegan option available) Open bar Passed hor d’oeuvres LIVE entertainment – Dan Rafferty Band 	\$225	1 ticket

Advertising Options: Fur Ball Event Program Guide

Full-page ad: \$1,000	Half-page ad: \$500	Quarter-page ad: \$250
4.5” wide by 7.5” tall	4.5” wide by 3” tall	4.5” wide by 1.75” tall

No bleeds
Resolution: 300 dpi or better
EPS, TIFF, PDF or JPEG acceptable

Deadline for submission is Friday, March 29, 2024



2024 Fur Ball Sponsor Registration

- | | |
|--|---|
| <input type="checkbox"/> Platinum Presenting: \$10,000 | <input type="checkbox"/> Honorary Committee Ticket: \$275 |
| <input type="checkbox"/> "Top Dog" Sponsor: \$5,000 | <input type="checkbox"/> Standard Ticket: \$225 |
| <input type="checkbox"/> "Aristocats" Table Sponsor: \$3000 | <input type="checkbox"/> Advertising: Full-page: \$1,000 |
| <input type="checkbox"/> "Best In Show" Business Leader: \$2,000 | <input type="checkbox"/> Advertising: Half-page: \$500 |
| <input type="checkbox"/> "Cool Cat" Sponsor: \$1,000 | <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: _____

I would also like to contribute an auction item: _____
(briefly describe item and estimated value; your Fur Ball contact will coordinate further details)

Fur Ball Conditions of Sponsorship

- Confirmation of sponsorship will be made upon receipt of payment and benefits will be coordinated by your Fur Ball contact
- Inclusion on event invitation (Sponsors and Honorary Committee) recognition deadline by **January 15, 2024**
- Business logos: must be provided in formats for web and print display (.eps and .jpg files)
 - E-mail to: Michelle Mullen, MIAWF President at: michelle@miawf.org
- Recognition on Fur Ball website: MIAWF.org, plus 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, MIAWF President | michelle@miawf.org | 248.217.8275

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