

Saturday, August 10, 2024
Country Lanes, Farmington Hills



Hosted by Michigan Animal Welfare Foundation
miawf.org

Online Registration and Pledge Drive:
June 15 - 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:



Sponsor and 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 to 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 that will be able to continue their live-saving efforts.
- Donations are tax-deductible.



Who are the 2024 B4AR beneficiaries?

The three organizations we have chosen are: **Blue Star Service Dogs**, **Cat Tail Acres** and **Friends of Detroit Animal Care and Control**. All three are amazing organizations, collectively 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. Michelle Mullen: 4-time PWBA Champion, USBC Gold Coach, and international author, including *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

Premier Sponsorship Opportunities	Cost	Experiential Opportunity	Premier Lane Location
<p>“Kingpin” Presenting Sponsor - Exclusive</p> <ul style="list-style-type: none"> • “Presented by” right to the event: Bowl-4-Animal Rescue 2024 proudly presented by (you or your Company) + right of first refusal for 2025 • 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 • Social media features spotlighting your business • Company logo/link on pledge website • Company logo/link featured in ongoing e-blasts • Logo featured on exclusive B4AR t-shirt • Premier recognition on banner at event • Optional promotional item(s) in guest gift bags • Logo/link on the B4AR event guide 	\$5,000	<p>Opening remarks Registration Banner Logo on Auction Sheets</p>	12 bowlers
<p>“Alley Cat” Sponsor</p> <ul style="list-style-type: none"> • Social media features spotlighting your business • Company logo/link on pledge website • Company logo/link featured in ongoing e-blasts • Logo featured on exclusive B4AR t-shirt • Logo on banner at event • Optional promotional item(s) in guest gift bags • Logo/link on the B4AR event guide 	\$3,000	Logo on Auction Sheets	10 bowlers
<p>“Lickity Splitz” Sponsor</p> <ul style="list-style-type: none"> • Social media features spotlighting your business • Company logo/link on pledge website • Company logo/link featured in ongoing e-blasts • Logo featured on exclusive B4AR t-shirt • Logo on banner at event • Optional promotional item(s) in guest gift bags • Logo/link on the B4AR event guide 	\$2,000		8 bowlers
<p>“Pin Pup” Sponsor</p> <ul style="list-style-type: none"> • Company logo/link on pledge website • Company logo/link featured in ongoing e-blasts • Logo featured on exclusive B4AR t-shirt • Logo on banner at event • Optional promotional item(s) in guest gift bags • Logo/link on the B4AR event guide 	\$1,000		6 bowlers



Bowling Event Sponsorship Packages

Bowling Event Sponsorship Opportunities	Cost	Bowlers
“Strike Force” Sponsor <ul style="list-style-type: none"> • Company logo/link on pledge website • Logo feature on exclusive B4AR t-shirt • Opportunity to include promotional item(s) in guest gift bags • Listing on event website • Listing on event signage • Listing on the B4AR event guide 	\$600	4 bowlers
“Spare Time” Sponsor <ul style="list-style-type: none"> • Logo feature on exclusive B4AR t-shirt • Listing on event website • Listing on event signage • Listing on the B4AR event guide 	\$300	2 bowlers
Lane Sponsor <ul style="list-style-type: none"> • Business Name on banner above a lane at event • Listing on event website • Listing on the B4AR event guide 	\$150	
“Memory Lane” Sponsor <ul style="list-style-type: none"> • Pet Pic (approx “18 x 24”) above a lane at event • Keep the pic to take home • Space limited! 	\$100	

Bowling Opportunities	Cost	Bowlers
Lane Bowling Buddies: advance online purchase <ul style="list-style-type: none"> • Reserve an entire lane for your team of 6 bowlers! • Receive a \$25 discount! (Regular price: \$300) 	\$275	6 bowlers
Bowler Registration: advance online purchase <ul style="list-style-type: none"> • \$5 discount and reserved bowling spot 	\$50	1 bowler
Bowling Bowler Registration: on site at event	\$55	1 bowler

Bowling includes:

- 3 games of 9-pin "No Tap" with shoes
- Red Robin and Dominos Pizza
- Silent auction, special raffles, Tin-Can auction & great music!



Saturday, August 10, 2024

2024 Bowl-4-Animal Rescue Sponsor Registration

- | | |
|--|--|
| <input type="checkbox"/> "Kingpin": \$5,000 | <input type="checkbox"/> "Spare Time": \$300 |
| <input type="checkbox"/> "Alley Cat": \$3,000 | <input type="checkbox"/> Lane Sponsor: \$150 |
| <input type="checkbox"/> "Lickity Splitz": \$2,000 | <input type="checkbox"/> "Memory Lane" Sponsor: \$100 |
| <input type="checkbox"/> "Pin Pup": \$1,000 | <input type="checkbox"/> "Lane Buddies" tickets: \$275 |
| <input type="checkbox"/> "Strike Force": \$600 | |

Business Name: _____
(Exactly as it should appear in all event promotion)

Contact Name: _____

Address: _____ Zip: _____

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 2, 2024)
- Business logos: must be provided in formats for web and print display (.eps & .jpg files)
 - E-mail to: Michelle Mullen - michelle@miaawf.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: _____

Make checks payable to: Bowl-4-Animal Rescue or B4AR
Mail to: 30250 W. 9 Mile Rd., Farmington Hills, MI 48336
Questions: Contact michelle@miaawf.org | 248.217.8275

