



8th annual
FUR BALL



Saturday, April 5, 2025
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
Underdog Rescue Ranch**





What is Fur Ball?

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

- Cocktail reception with passed hors d'oeuvres (6:00 p.m. – 7:00 p.m.)
- "Premium" Open Bar
- Multi-course elegant gourmet dinner, including short rib and chicken duet or vegan pasta dish
- LIVE entertainment - the Dan Rafferty Band - Dancing
- Exciting 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, Friends of Detroit Animal Care and Control and **Underdog Rescue Ranch** are local STARS, providing adoption, fostering, sheltering, education and outreach 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	Digital Display Ad	Experiential Opportunity	Premier Seating
Platinum “Rescuer” Presenting Sponsor - Exclusive <ul style="list-style-type: none"> • “Presented by” right to the event: Fur Ball 2025 proudly presented by (you or your company), plus right of first refusal for 2026 • Recognition in Fur Ball press/media releases • Social media spotlighting your business • Acknowledgment as the Presenting Sponsor by the emcee throughout the evening • (2) Full screen ads on event scrolling digital display • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/29/2025) • 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) Full screen ads	Opening Remarks Logo recognition on Live and Silent Auction material	16 tickets
“Top Dog” Sponsor <ul style="list-style-type: none"> • Full screen ad on event scrolling digital display • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/31/2025) • 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	Full screen ad	Logo Recognition on Live and Silent Auction material	10 tickets
“Aristocats” Table Sponsor <ul style="list-style-type: none"> • Full screen ad on event scrolling digital display • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/31/2025) • Signage on your reserved table • Recognition on event signage • Company logo on digital display at event 	\$3,000	Full screen ad		10 tickets
“Best in Show” Sponsor <ul style="list-style-type: none"> • Half screen ad in the event scrolling digital display • Company logo/link on Fur Ball event website • Listing on invitation (confirm by 1/31/2025) • Logo recognition on Fur Ball event signage • Company logo on digital display at event 	\$2,000	Half screen ad		6 tickets
“Cool Cat” Sponsor <ul style="list-style-type: none"> • Half screen listing on event scrolling digital display • Listing on invitation (confirm by 1/31/2025) • Listing on Fur Ball event website • Company logo on digital display at event 	\$1,000	Half screen 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 1/31/2025) • Listing on Fur Ball event website • Listing in Fur Ball event program 	\$275	1 ticket
Standard Ticket <ul style="list-style-type: none"> • Short rib and chicken duet (vegan option available) • “Premium” Open bar • Passed hors d’oeuvres • LIVE entertainment – Dan Rafferty Band 	\$225	1 ticket

Advertising Options Scrolling Digital Display at Event

Full-screen ad: \$1,000

Half-screen ad: \$500

Quarter-screen ad: \$250

In our efforts to raise as much money as possible to go to the animals in need, we are reducing printed materials. We will showcase your advertisements on two large screens featuring scrolling digital display during the event.

Please provide artwork. Preferred pixel resolution: 1920 wide x 1080 high

Deadline for submission is Friday, March 21, 2025



2025 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 screen: \$1,000 |
| <input type="checkbox"/> "Best In Show" Business Leader: \$2,000 | <input type="checkbox"/> Advertising: Half screen: \$500 |
| <input type="checkbox"/> "Cool Cat" Sponsor: \$1,000 | <input type="checkbox"/> Advertising: Quarter screen: \$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, 2025**
- Business logos: must be provided in formats for web and digital 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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