



Saturday, August 9, 2025  
Country Lanes - Farmington Hills  
Online Registration and Pledge Drive begins June 15  
[Bowl4AnimalRescue.org](http://Bowl4AnimalRescue.org)  
(click on Be a Sponsor)



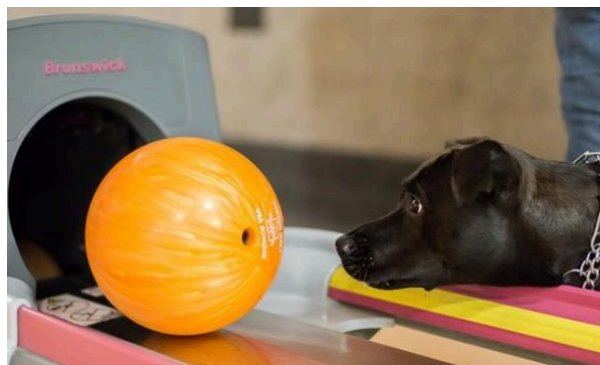
Hosted by Michigan Animal Welfare Foundation  
[MiAWF.org](http://MiAWF.org)

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 an online 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 2025 B4AR beneficiaries?

The four organizations we have chosen are: **Blue Star Service Dogs, Cat Tail Acres, Friends of Detroit Animal Care and Control and Underdog Rescue Ranch.** All four 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 partners has included 96.3 WDVD, WJR, 95.5, 104.3
- Televised media has included Fox 2 Detroit, WDIV Local 4
- Full social media promotions via Facebook, Twitter, Instagram
- YouTube via B4AR portals and all 4 beneficiary organization portals



## Premier Sponsorship Packages

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 2025 proudly presented by (you or your Company) + right of first refusal for 2026</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>• Social media features spotlighting your business</li> <li>• Company logo/link on pledge website</li> <li>• Company logo/link featured in ongoing e-blasts</li> <li>• Logo featured on exclusive B4AR t-shirt</li> <li>• Exclusive banner at event</li> </ul>	\$5,000	Opening remarks Registration Banner Logo on Auction Sheets	24 bowlers (4 lanes)
<b>"Roll-In" Registration Sponsor - Exclusive</b> <ul style="list-style-type: none"> <li>• Social media postings</li> <li>• Company logo/link on pledge website</li> <li>• Company logo/link featured in ongoing e-blasts</li> <li>• Logo featured on exclusive B4AR t-shirt</li> <li>• Logo on banner at event</li> </ul>	\$3000	Registration Sponsor Banner at Check-in with logo/website	12 bowlers (2 lanes)
<b>"Alley Cat" Auction Sponsor</b> <ul style="list-style-type: none"> <li>• Social media recognition</li> <li>• Company logo/link on pledge website</li> <li>• Company logo/link featured in ongoing e-blasts</li> <li>• Logo featured on exclusive B4AR t-shirt</li> <li>• Logo on banner at event</li> </ul>	\$2,000	Logo/website on every Auction Sheet (we have awesome auction prizes!)	12 bowlers (2 lanes)
<b>"Lickity Splitz" Sponsor</b> <ul style="list-style-type: none"> <li>• Company logo/link on pledge website</li> <li>• Company logo/link featured in ongoing e-blasts</li> <li>• Logo featured on exclusive B4AR t-shirt</li> <li>• Logo on banner at event</li> </ul>	\$1,000	Only Team bowlers on your lane	6 bowlers (1 lane)



## Bowling Event Sponsorship Packages

Bowling Event Sponsorship Opportunities	Cost	Bowlers
<b>"Strike Force" Sponsor</b> <ul style="list-style-type: none"> <li>Company logo/link on pledge website</li> <li>Logo feature on exclusive B4AR t-shirt</li> <li>Listing on event website</li> </ul>	\$600	4 bowlers
<b>"Spare Time" Sponsor</b> <ul style="list-style-type: none"> <li>Logo feature on exclusive B4AR t-shirt</li> <li>Listing on event website</li> </ul>	\$300	2 bowlers
<b>Lane Sponsor</b> <ul style="list-style-type: none"> <li>Business Name on banner above a lane at event</li> <li>Listing on event website</li> </ul>	\$150	-



## Bowling Tickets

Include:

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

Bowling Tickets	Cost	Bowlers
<b>Bowler Registration: advance online purchase</b> <ul style="list-style-type: none"> <li>Reserved bowling spot (\$5 less than on-site purchase)</li> </ul>	\$50	1 bowler
<b>Bowling Bowler Registration: on-site at event</b> <ul style="list-style-type: none"> <li>Available ONLY IF bowling spots are still available</li> </ul>	\$55	1 bowler



Saturday, August 9, 2025

## 2025 Bowl-4-Animal Rescue Sponsor Registration

- |  |  |
|--|--|
| <input type="checkbox"/> "Kingpin": \$5,000              | <input type="checkbox"/> "Strike Force": \$500 |
| <input type="checkbox"/> "Roll-in" Registration: \$3,000 | <input type="checkbox"/> "Spare Time": \$300   |
| <input type="checkbox"/> "Alley Cat" Auction: \$2,000    | <input type="checkbox"/> Lane Sponsor: \$150   |
| <input type="checkbox"/> "Lickity Splitz": \$1,000       |  |

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
- Business logos: must be provided in formats for web and print display (.eps & .jpg files)
  - E-mail to: Michelle Mullen - [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: \_\_\_\_\_

**Make checks payable to:** Bowl-4-Animal Rescue or B4AR  
**Mail to:** 30250 W. 9 Mile Rd., Farmington Hills, MI 48336  
**Questions:** Contact [michelle@miawf.org](mailto:michelle@miawf.org) | 248.217.8275

