



*Paws, Claws  
& Corks*

HUMANE SOCIETY   
OF WEST MICHIGAN



*Guy*  
Adopted 2017

## 2019 CORPORATE PARTNERSHIP PROPOSAL

WINE | FOOD | AUCTIONS

*Benefiting Humane Society of West Michigan*

[pawsclawsandcorks.com](http://pawsclawsandcorks.com)

# Join Us

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**MARCH 18, 2019**  
6:00pm

DeVos Place  
Steelcase Ballroom

**\$100 per person**  
\$50 of the ticket price is tax deductible

**\$1,250 per Corporate Table**  
Reserved seating for 10

*Additional sponsorship opportunities available*

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*For more info or to get involved, please contact:*

**MEGAN ELLINGER**  
Events Coordinator

mellinger@hswestmi.org  
616.791.8089

3077 Wilson Drive NW  
Grand Rapids, MI 49534

Individual tickets will be available for purchase online at [www.pawsclawsandcorks.com](http://www.pawsclawsandcorks.com) prior to the event and at the door the evening of the event.

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This extravaganza will feature the hottest restaurants, breweries, and wineries in West Michigan.

Guests will enjoy samplings of fabulous cuisine; tastings of fine wines and microbrews; and an opportunity to bid on amazing experiences and packages in our live and silent auctions.

The funds raised will benefit Humane Society of West Michigan in our mission to promote the humane treatment and responsible care of animals in West Michigan and beyond through education, example, placement, and protection.



*Ben*  
Adopted  
October, 2017



**HONORARY CHAIR**  
Mayor Rosalynn Bliss

# Sponsorship Opportunities

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## PLATINUM COLLAR SPONSOR

\$20,000

### Marketing Impression Benefits

Logo placement on save the date cards (1,700 printed), invitations (1,700 printed), posters (400 printed), and event website

Listing in the spring edition of HSWM's quarterly Impact Report (4,000 copies mailed)

### Media Benefits

Logo included in Gemini Publications ads (1 ad in Grand Rapids Magazine & 3 ads in Grand Rapids Business Journal)

Pre & post event social media promotion (30,000 followers)

Mentions on FOX 17 produced commercial and on FOX 17 News

Radio promotional interview opportunities on Cumulus Media partner stations

### Night Of Benefits

Three corporate tables in prominent placement with reserved seating for (10) each

On-site signage/banner at event (company provided)

Full page ad in program book

Opportunity to provide giveaways to attendees

Complimentary wine on tables

Logo prominently featured on sponsor appreciation signage at the event

Employee engagement opportunities

## YOUR IMPACT

A \$20,000 sponsorship of Paws, Claws & Corks would provide pet food & litter for HSWM's animals for one year.

## GOLD COLLAR SPONSOR

\$15,000

### Marketing Impression Benefits

Logo placement on save the date cards (1,700 printed), invitations (1,700 printed), posters (400 printed), and event website

Listing in the spring edition of HSWM's quarterly Impact Report (4,000 copies mailed)

### Media Benefits

Logo included in Gemini Publications ads (1 ad in Grand Rapids Magazine & 3 ads in Grand Rapids Business Journal)

Pre & post event social media promotion (30,000 followers)

Mentions on FOX 17 produced commercial and on FOX 17 News

### Night Of Benefits

Two corporate tables in prominent placement with reserved seating for (10) each

On-site signage/banner at event (company provided)

Full page ad in program book

Opportunity to provide giveaways to attendees

Complimentary wine on tables

Employee engagement opportunities

## YOUR IMPACT

A \$15,000 sponsorship of Paws, Claws & Corks would provide 70 of HSWM's dogs with daily care for one week.

# Sponsorship Opportunities

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## **FUND THE MISSION MATCH SPONSOR** \$10,000

### **Marketing Impression Benefits**

Logo placement on event invitations (1,700 printed) and event website

Listing in the spring edition of HSWM's quarterly Impact Report (4,000 copies mailed)

### **Media Benefits**

Pre & post event social media promotion (30,000 followers)

Mentions on FOX 17 produced commercial and on FOX 17 News

### **Night Of Benefits**

Logo incorporated into Fund the Mission video to be played at the event and prominently displayed on screen during the Fund the Mission portion of the Live Auction

Two corporate tables in prominent placement with reserved seating for (10) each

Corporate table signage

On-site signage/banner at event (company provided)

Full page ad in program book

Logo in event program book on Fund the Mission page

Opportunity to provide giveaways to attendees

Complimentary wine on tables

Employee engagement opportunities

## **YOUR IMPACT**

A \$10,000 sponsorship of Paws, Claws & Corks would be used to leverage donations from attendees at the event, resulting in increased funding generated to support HSWM's lifesaving mission.

## **SILVER COLLAR SPONSOR** \$5,000

### **Marketing Impression Benefits**

Logo placement on event invitations (1,700 printed) and event website

Listing in the spring edition of HSWM's quarterly Impact Report (4,000 copies mailed)

### **Media Benefits**

Pre & post event social media promotion (30,000 followers)

Event mentions on FOX 17 News

### **Night Of Benefits**

One corporate table in prominent placement with reserved seating for (10) each

Half page ad in program book

Opportunity to provide giveaways to attendees

Complimentary wine on table

Employee engagement opportunities

## **YOUR IMPACT**

A \$5,000 sponsorship of Paws, Claws & Corks would provide heating, cooling, water, and freshly laundered bedding daily to all of HSWM's animals for one month.

# Sponsorship Opportunities

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## BRONZE COLLAR SPONSOR

\$2,500

### Marketing Impression Benefits

Listing in the spring edition of HSWM's quarterly Impact Report (4,000 copies mailed)

### Media Benefits

Pre & post event social media promotion (30,000 followers)

Event mentions on FOX 17 News

### Night Of Benefits

One corporate table in prominent placement with reserved seating for (10) each

Half page ad in program book

Opportunity to provide giveaways to attendees

Complimentary wine on table

Employee engagement opportunities

## YOUR IMPACT

A \$2,500 sponsorship of Paws, Claws & Corks would provide a heartworm test and monthly preventative medication to 250 HSWM dogs.

## CORPORATE TABLE

\$1,250

### Night Of Benefits

One corporate table with reserved seating for (10)

Quarter page ad in program book

Opportunity to provide giveaways to attendees

Complimentary wine on table

Recognition as corporate table onscreen at the event

## YOUR IMPACT

A \$1,250 sponsorship of this event would provide critical rabies and distemper vaccines to 400 HSWM animals.

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## INDIVIDUAL TICKETS

\$100 (\$50 tax deductible)

Tickets will be available for purchase online at [pawsclawsandcorks.com](http://pawsclawsandcorks.com) prior to the event and at the door on the evening of the event.

Open seating will be available for individual ticket holders and guests will enjoy a strolling dinner comprised of samples from some of Grand Rapids best restaurants and catering companies, along with fine wines and micro brews.

Guests also have the opportunity to bid on exciting live & silent auction packages!

## YOUR IMPACT

Each ticket purchase would provide microchips for 14 HSWM animals to ensure accurate identification and assist with re-uniting lost pets with their owners post-adoption.

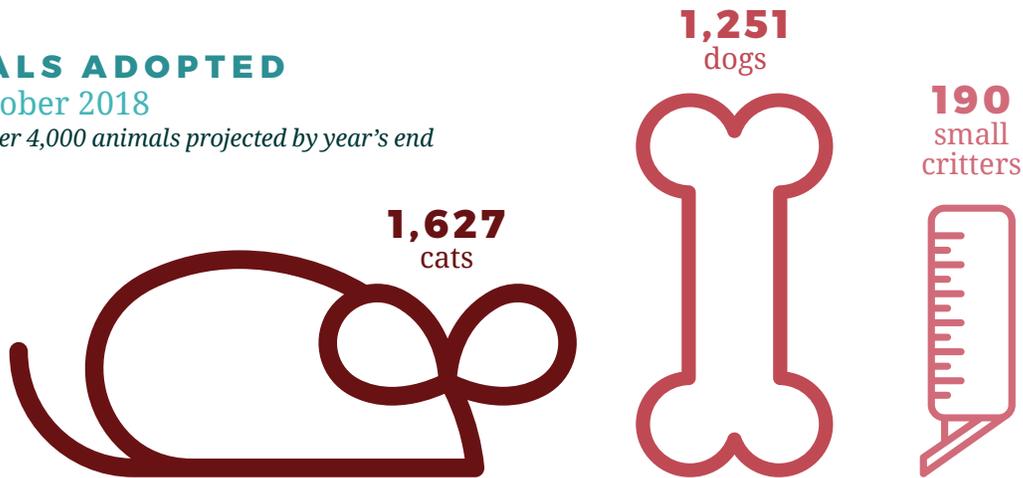
# Your Donations at Work

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## ANIMALS ADOPTED

as of October 2018

A total of over 4,000 animals projected by year's end



## HUMANE SOCIETY OF WEST MICHIGAN IS 100% DONOR FUNDED

We receive no funding from government or national animal welfare organizations. We are only funded through the generous support of community-minded companies, foundations, caring individuals who support special events like our Paws, Claws & Corks event.

Your support of the 2019 Paws, Claws & Corks makes it possible for Humane Society of West Michigan to offer the following services:

-  *A comprehensive adoption program that matches more than 3,000 homeless companion animals annually with new families and provides follow-up and support to ensure successful placements*
-  *Lifesaving medical care for nearly 5,000 companion animals annually*
-  *Educational programs for 8,500 children designed to teach compassion, respect, and responsible care for animals*
-  *Intervention programs for children to end neglect and abuse and break the link between violence against animals and humans*
-  *Expansive behavior department which enriches our animals stay with us and also provides counseling for resolving pet issues by strengthening the bonds between pets and their caregivers*
-  *Behavior classes for dogs and puppies as well as informational seminars about a wide range of animal-related topics*
-  *Kibble Konnection (a pet food bank) and vaccine clinics for animals from families experiencing significant financial hardship*

# Sponsorship Form

**MARCH 18, 2019**  
DeVos Place – Steelcase Ballroom

- Platinum Collar Sponsor** – \$20,000
- Gold Collar Sponsor** – \$15,000
- Fund the Mission Sponsor** – \$10,000
- Silver Collar Sponsor** – \$5,000
- Bronze Collar Sponsor** – \$2,500
- Corporate Table** – \$1,250

- We are not able to sponsor the Paws, Claws & Corks event this year, but would like to make a fully tax-deductible contribution of \$ \_\_\_\_\_ to Humane Society of West Michigan

**PLEASE MAKE CHECK PAYABLE TO:**  
**Humane Society of West Michigan**  
3077 Wilson Drive NW  
Grand Rapids, MI 49534

Or call 616.791.8057 to pay by credit card

For more info or to get involved,  
please contact:

**MEGAN ELLINGER**  
Events Coordinator

mellinger@hswestmi.org  
www.hswestmi.org  
616.791.8089

3077 Wilson Drive NW  
Grand Rapids, MI 49534

Due to the printing deadline for event  
promotional materials, your prompt  
response is encouraged and appreciated!  
Please return completed form by 2/1/19.



Please **print** desired name as you would like it to appear on all  
printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone Number

Fax Number

Email Address

Total Sponsorship \$

- I have read the terms of the sponsorship proposal and agree to them in full.*

Company Representative

Date

HSWM Representative

Date

HSWM Staff Use:

- Payment Received**
- Invoice Mailed**
- Development Verified**



## OUR MISSION

To promote the humane treatment and responsible care of animals in West Michigan through education, example, placement, and protection.



3077 Wilson Drive NW  
Grand Rapids, MI 49534

[www.hswestmi.org](http://www.hswestmi.org)  
616.453.8900

*Billy* Adopted  
June, 2017

