



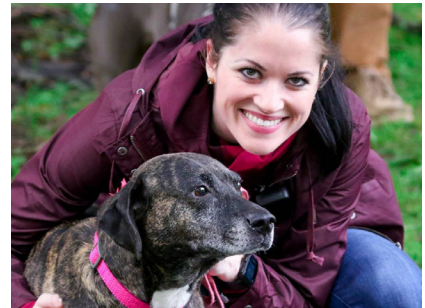
Seventh Annual **BARK IN THE DARK**

Corporate Partnership Proposal

barkinthedark.org



JOIN US



FOR THIS GLOW IN THE DARK 5K & 1 MILE FUN
RUN/WALK TO BENEFIT THE ANIMALS AT HUMANE
SOCIETY OF WEST MICHIGAN!

Saturday, October 5, 2019

Riverside Park

Riverbend Shelter
(North End of Park)

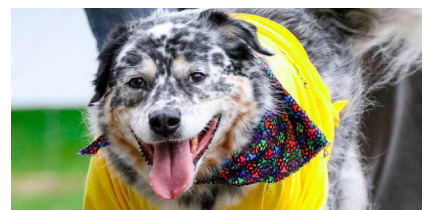
2001 Monroe Ave NE,
Grand Rapids, MI 49505

5:00pm

Registration

6:30pm

Run/Walk Start



BARKINTHEDARK.ORG

SPONSORSHIP OPPORTUNITIES

Gold Paw Sponsor \$10,000

PRE & POST EVENT BENEFITS

Logo on official Bark in the Dark t-shirt

Logo on e-communications

Logo on Bark in the Dark website

Employee volunteer opportunities

Acknowledgment in Humane Society of West Michigan's Impact Report to nearly 4,000 HSWM supporters

MEDIA BENEFITS

Mentions in all press releases as a Gold Paw Sponsor

Social media promotion

Gold Paw representative on FOX 17 News, live, promoting event

Video featuring corporation, organization or individual to be publicized via social media

NIGHT OF BENEFITS

Thirty (30) registrations for Bark in the Dark

Logo printed on participant wristbands

Prominent position of banner & signage at event (company provided)

Booth space during the pre and post 5K festivities

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approximately 750)

Logo on photo booth backdrop

Start/Finish Line Sponsor \$5,000

PRE & POST EVENT BENEFITS

Logo on Bark in the Dark website

Name on official Bark in the Dark t-shirt

Employee volunteer opportunities

Acknowledgment in Humane Society of West Michigan's Impact Report to nearly 4,000 HSWM supporters

MEDIA BENEFITS

Mentions in all press releases as a Start/Finish Line Sponsor

Social media promotion

Event mentions by FOX 17 News

NIGHT OF BENEFITS

Twenty (20) registrations for Bark in the Dark

One Start/Finish Line Sponsor sign with logo provided by HSWM and prominently placed at start/finish line

Logo printed on participant wristbands

Prominent position of banner & additional branding at Start/Finish Line (company provided)

Visibility of employee volunteers at Start/Finish Line

Booth space during the pre and post 5K festivities

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approximately 750)

Logo on photo booth backdrop

SPONSORSHIP OPPORTUNITIES CONTINUED

Silver Paw Sponsor **\$2,500**

PRE & POST EVENT BENEFITS

Logo on Bark in the Dark website

Employee volunteer opportunities

Acknowledgment in Humane Society of West Michigan's Impact Report to nearly 4,000 HSWM supporters

MEDIA BENEFITS

Mentions in all press releases as a Silver Paw Sponsor

Social media promotion

Event mentions by FOX 17 News

NIGHT OF BENEFITS

Ten (10) registrations for Bark in the Dark

Logo printed on participant wristbands

Booth space during the pre and post 5K festivities

Prominent position of banner & signage at event (company provided)

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approximately 750)

Bronze Paw Sponsor **\$1,000**

PRE & POST EVENT BENEFITS

Logo on Bark in the Dark website

Employee volunteer opportunities

MEDIA BENEFITS

Mentions in all press releases as a Bronze Paw Sponsor

Group social media promotion

Event mentions by FOX 17 News

NIGHT OF BENEFITS

Five (5) registrations for Bark in the Dark

Booth space during the pre and post 5K festivities

Prominent position of banner & signage at event (company provided)

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approximately 750)

SPONSORSHIP OPPORTUNITIES CONTINUED

Mission Marker Sponsor \$500

PRE & POST EVENT BENEFITS

Listing on Bark in the Dark website

MEDIA BENEFITS

Event mentions by FOX 17 News

NIGHT OF BENEFITS

Signage personalized with logo placed along the route

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approximately 750)

Custom Sponsorship

We can customize your sponsorship to fit your needs! If you, or your company, would like to support Bark in the Dark but cannot find an option that fits your needs, we can create the perfect fit! Please contact:

MEGAN ELLINGER,
EVENTS COORDINATOR
616.791.8089

**Have a group of 10 or more registering for the event?
Contact us for a special team discount rate!**

SPONSORSHIP FORM

October 5, 2019

Riverside Park

☐ **Gold Paw Sponsor - \$10,000**

☐ **Start/Finish Line Sponsor - \$5,000**

☐ **Silver Paw Sponsor - \$2,500**

☐ **Bronze Paw Sponsor - \$1,000**

☐ **Mission Marker Sponsor - \$500**

☐ **We are not able to sponsor the Bark in the Dark 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 please call 616.791.8089 to pay by credit card

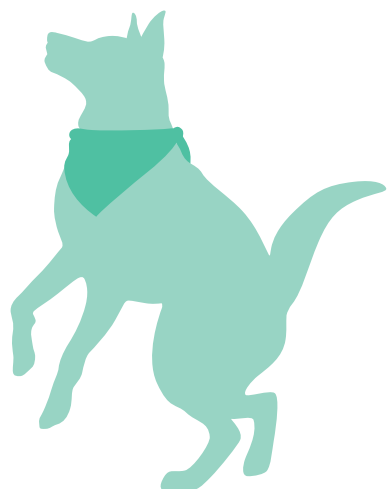
*For more info or to get involved,
please contact:*

Megan Ellinger
EVENTS COORDINATOR

mellinger@hswestmi.org
www.hswestmi.org
C: 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
your sponsorship form by **8/16/19**.*



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

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YOUR DONATIONS AT WORK!

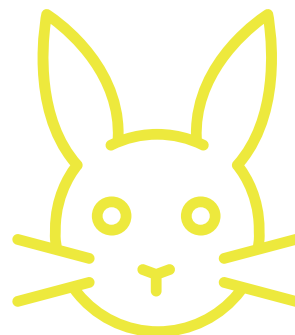
3,789 Animals Adopted
in 2018



2,022
cats



1,530
dogs



237
small animals

Humane Society of West Michigan is 100% donor funded – we don't receive funding from the government or national animal welfare organizations. We are funded through the generous support of community-minded companies, foundations, caring individuals, and through events like Paws, Claws & Corks and Bark in the Dark.

Your support of these events makes it possible for Humane Society of West Michigan to offer the following services:

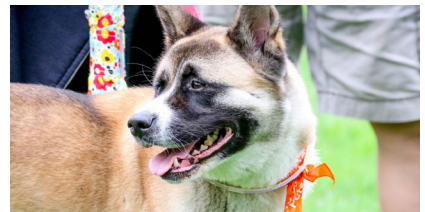
-  **3,789 adoptions** facilitated by Humane Society of West Michigan in 2018
-  Educational programs for more than **4,000 children** designed to teach compassion, respect and responsible care for animals
-  **Over 2,500 spay & neuter procedures** performed annually to reduce pet over population in the West Michigan community
-  An expansive **animal behavior department** with trainers and staff who not only provide animals with nutrition, exercise, and love, but also enrichment plans to help animals with shelter stress
-  **Behavior classes** for dogs, puppies, and their owners, as well as informational seminars about a wide range of animal-related topics
-  Pet food bank, **Kibble Konnection**, and vaccine clinics for animals from families who need assistance in caring for their pet

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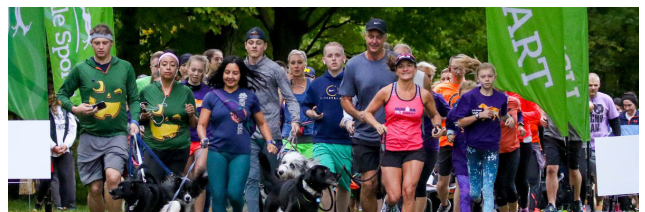
OUR MISSION

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
616.453.8900



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