



MICHIGAN
HUMANE
SOCIETY



ONE TEAM
ONE GOAL

GREAT LAKES ANIMAL WELFARE CONFERENCE
SPONSORSHIP OPPORTUNITIES

MONDAY, OCTOBER 22—TUESDAY, OCTOBER 23, 2018 | FIREKEEPERS CASINO HOTEL | BATTLE CREEK, MI

WHO ARE WE?



MHS Mission: To improve and save lives through compassionate care, community engagement and advocacy for animals.

The Michigan Humane Society is the largest and oldest animal welfare organization in the state of Michigan. As a well-respected and established nonprofit, we value partnerships that are mutually beneficial. We give our partners unique sponsorship activations as well as direct access to our audience while recognizing their support is taking us one step closer to achieving our mission.

The Great Lakes Animal Welfare Conference (GLAWC) attracts new professionals and seasoned leaders of the animal welfare industry to FireKeepers Casino and Hotel for two days of high energy sessions, engaging education, and networking with professionals from across the nation. GLAWC hosts a targeted audience of approximately 300 animal welfare professionals from nonprofit animal shelters, animal rescue groups, and animal control agencies from predominantly Michigan, Ohio, and Indiana, but guests have traveled from as far as New Mexico and Florida to attend the engaging sessions. GLAWC is a staple in sharing best practices to better the wellbeing of animals in our region.



REASONS TO PARTNER WITH US

1. Our organization has been a staple in our local communities and across the state for the past **140 years**, and we continue to be a leader in the animal welfare industry.
2. You're investing in your future clients — nearly two-thirds of people between the ages of 18 and 34 prefer companies with ties to charitable causes. **We can connect the dots for you.**
3. We help to generate **brand awareness** through unique activations by leveraging our many assets, including special signature events, three MHS facilities, and strong advertising campaigns.
4. **"The MHS Effect"** is a term coined by a current and longstanding corporate partner of MHS. Through A/B testing and many surveys, their sales skyrocket when their promotions reflect ties with our organization. And, our loyal constituents support the brands that support us.
5. Simply put, our partners connect to a platform of over 250,000 social media followers, more than 160,000 email subscribers, thousands of event attendees, and over 40,000 people who annually support MHS. **This is your opportunity to put your brand in front of a targeted audience.**

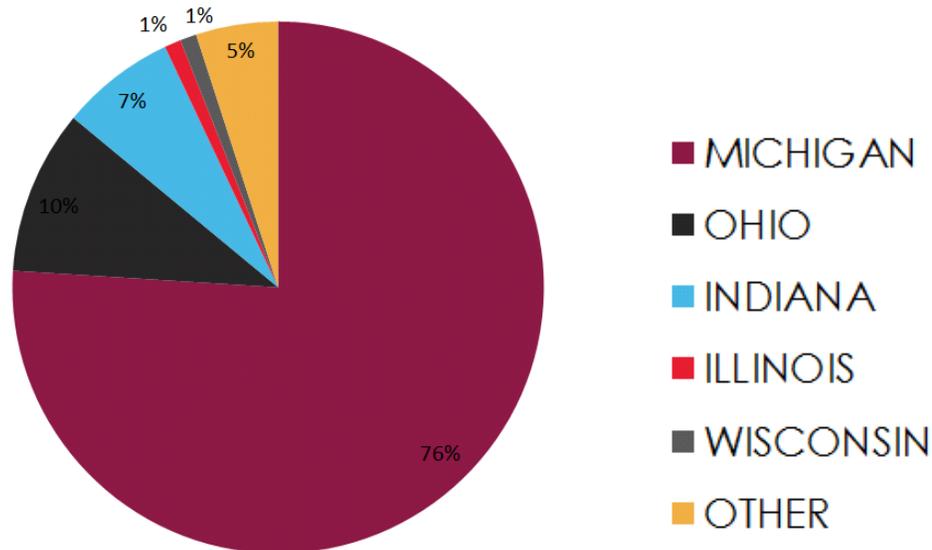


CONFERENCE DEMOGRAPHICS

ATTENDEE AFFILIATIONS



ATTENDEE STATE OF RESIDENCE



OVERVIEW OF SPONSOR BENEFITS

		door prize	exhibit table	number of registrations	logo in conference program	on-site signage	social media recognition	speaking or video opportunity	snack break sponsor	breakfast or lunch sponsor	banquet or networking reception sponsor	keynote speaker sponsor	exclusive co-branded t-shirt
PRESENTING	\$20,000	♥	♥	4	♥	♥	♥	♥				♥	♥
LEADER OF THE PACK	\$10,000	♥	♥	3	♥	♥	♥	♥		♥			
FAST FELINE	\$5,000	♥	♥	2	♥	♥	♥	♥		♥			
BIG BARKER	\$2,500	♥	♥	2	♥	♥	♥		♥				
COOL CAT	\$1,000	♥	♥	2									
DOGGIE DOOR	IN-KIND	♥											

YOUR OPPORTUNITIES

PRESENTING: \$20,000

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area
- One 6' exhibit table with a linen and 2 chairs in the main ballroom for your company to showcase your brand to conference attendees
- Company logo in the GLAWC program
- On-site signage
- 4 registrations for you and guests of your choice
- Recognition of your support on MHS social media pages with over 250,000 followers
- Opportunity to either speak or screen a promotional video during lunch
- Recognition as the keynote speaker sponsor
- Recognition of presenting sponsorship in event title when mentioned in promotions
- Exclusive co-branded t-shirt with your company logo distributed to all event attendees
- Company logo and link to website on MHS event webpage

LEADER OF THE PACK: \$10,000

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area
- One 6' exhibit table with a linen and 2 chairs in the main ballroom for your company to showcase your brand to conference attendees
- Company logo in the GLAWC program
- On-site signage
- 3 registrations for you and guests of your choice
- Recognition of your support on MHS social media pages with over 250,000 followers
- Opportunity to either speak or screen a promotional video during lunch
- Recognition as the networking reception or banquet sponsor for all conference attendees

FAST FELINE: \$5,000

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area
- One 6' exhibit table with a linen and 2 chairs in the main ballroom for your company to showcase your brand to conference attendees
- Company logo in the GLAWC program
- On-site signage
- 2 registrations for you and guest of your choice
- Recognition of your support on MHS social media pages with over 250,000 followers
- Opportunity to either speak or screen a promotional video during lunch
- Recognition as a breakfast or lunch sponsor for all conference attendees

BIG BARKER: \$2,500

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area
- One 6' exhibit table with a linen and 2 chairs in the main ballroom for your company to showcase your brand to conference attendees
- Company logo in the GLAWC program
- On-site signage
- 2 registrations for you and guest of your choice
- Recognition of your support on MHS social media pages with over 250,000 followers
- Recognition as a snack break sponsor for all conference attendees

COOL CAT: \$1,000

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area
- One 6' exhibit table with a linen and 2 chairs in the main ballroom for your company to showcase your brand to conference attendees
- 2 registrations for you and guest of your choice

DOGGIE DOOR: In-Kind Donation

- Choice to offer one door prize drawing for attendees, offering exposure in main exhibit area



