



Michigan
Humane

34th Annual **Purrfect Bow Wow Brunch**

in partnership with



Sponsorship Opportunities



You Have the Power to ***Change a Life***

Eastern Market, Detroit, Shed 3 and 5

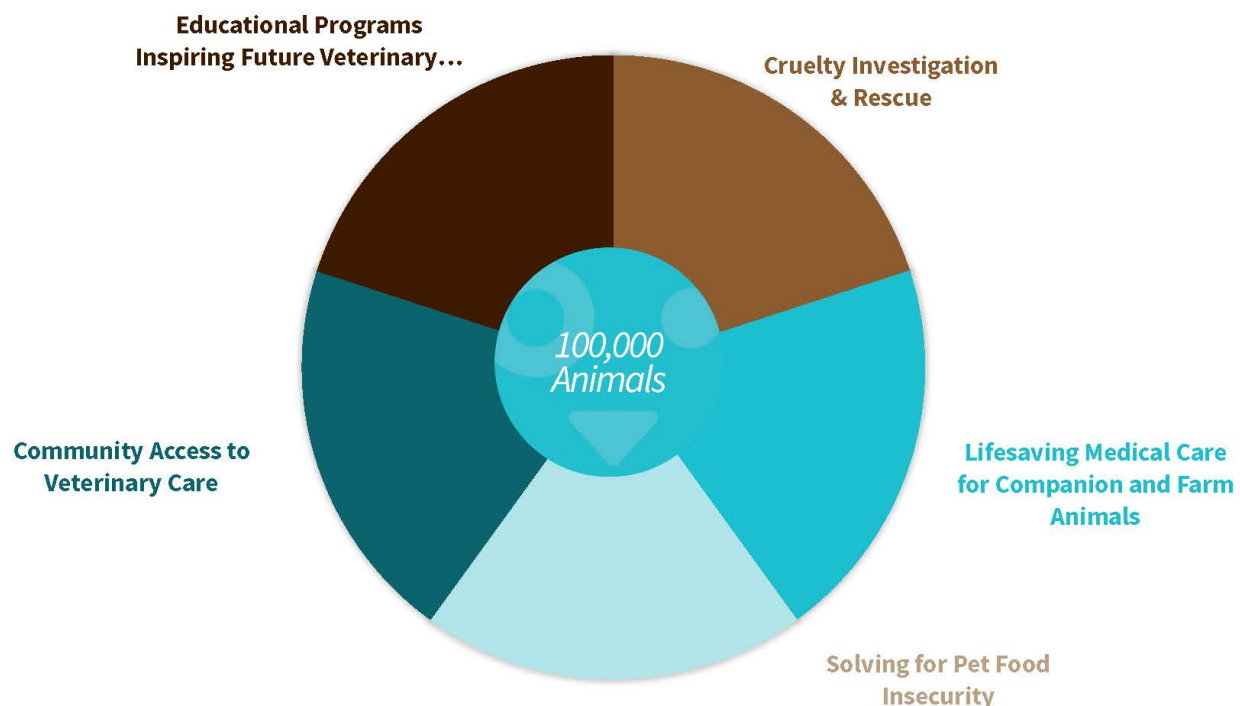
Sunday, October 1 | 11:00 a.m. - 2:00 p.m.

The Purrfect Bow Wow Brunch is an annual celebration of the work being done on a day-to-day basis by Michigan Humane teams across the region, state, and country. Attended by 650 supporters, the Brunch is an opportunity to recognize the individuals in and outside of the event space who make our work possible through their generosity, kindness, and dedication to the mission of Michigan Humane.

It is the commitments made on this momentous occasion, the passion shared for this work, and the engagement that occurs across our network when we gather to celebrate our shared mission that make this event one for the books and a beacon of pride in this area of work on an annual basis.

This year's goal of raising one million dollars will go toward keeping families together, saving and improving human and animal lives, and building a more humane community for all.

Join us in raising \$1M towards serving the animal needs in our community:



IN CELEBRATION OF YOUR SUPPORT

Sponsorship Levels & Recognition



PRESENTING | SOLD

- **Presenting Rights:** 2023 presenting sponsor of the 34th annual Purrfect Bow Wow Brunch in all promotional opportunities with top tier logo placement (web, email, social, PR, save-the-date and invitation, day-of event signage and program screen).
- **Recognition:** Customized activation onsite during the President's Reception; centerfold two-page ad in printed program book; annual recognition with logo on Michigan Humane homepage; recognized in annual community report; inclusion in the Ralph S. Caplan Leadership Circle walkway and mural at the Mackey Center.
- **Live Program Recognition:** Logo inclusion in program videos, verbal mention during program with opportunity to speak.
- **Media:** Inclusion in the 2023 Purrfect Bow Wow Brunch press release as presenting sponsor; exclusive customized feature on Michigan Humane's social media platforms reaching 300k+; newsletter recognition reaching 165k+.
- **Event:** 20 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



PLATINUM | \$50,000

- **Recognition:** Customized activation on-site; full-page ad in printed program book; logo inclusion in promotional opportunities (web, email, social, PR, save-the-date, invitation, day-of event signage and program screen); logo recognition on Michigan Humane homepage; recognized in annual community report; inclusion in the Ralph S. Caplan Leadership Circle walkway and mural at the Mackey Center.
- **Live Program Recognition:** Logo inclusion in event videos aired during program.
- **Media:** Inclusion in the 2023 Purrfect Bow Wow Brunch press release; customized feature on Michigan Humane's social media platforms reaching 300k+; newsletter recognition reaching 165k+.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



GOLD | \$25,000

- **Recognition:** Sponsored event experience; full-page ad in printed program book; logo inclusion in promotional opportunities (web, email, social, PR, save the-date, invitation, day-of event signage and program screen); logo recognition on Michigan Humane homepage; recognized in annual community report; inclusion in the Ralph S. Caplan Leadership Circle walkway and mural at the Mackey Center.
- **Live Program Recognition:** Logo inclusion in event video aired during program.
- **Media:** Inclusion in the 2023 Purrfect Bow Wow Brunch press release and all event sponsor recognition.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



SILVER | \$15,000

- **Recognition** Half-page ad in printed program book; logo listing on event webpage; logo featured on day-of event signage, program screen, and printed promotional materials; recognized in annual community report; inclusion in Ralph S. Caplan Leadership Circle mural at the Mackey Center.
- **Live Program Recognition:** Logo inclusion in event video aired during program.
- **Media:** Recognition in celebration of all event supporters to be shared on social media, e-newsletter, website, and event collateral.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



BRONZE | \$10,000

- **Recognition:** Half-page ad in printed program book; logo listing on event webpage; logo featured on day-of event signage, program screen and printed promotional materials; recognized in annual community report; inclusion in Ralph S. Caplan Leadership Circle Mural at the Mackey Center.
- **Media:** Recognition in celebration of all event supporters to be shared on social media, e-newsletter, website, and event collateral.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



AMBASSADOR | \$5,000

- **Recognition:** Quarter-page ad in printed program book; listing on event webpage; logo featured on day-of event signage, program screen and printed promotional materials; recognized in annual community report.
- **Media:** Recognition in celebration of all event supporters to be shared on social media, e-newsletter, website, and event collateral.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



TABLE | \$3,000

- **Recognition:** Name or logo listed in printed program book; listing on event webpage; featured on day-of event signage, program screen and printed promotional materials; recognized in annual community report.
- **Media:** Recognition in celebration of all event supporters shared on social media, e-newsletter, website, and event collateral.
- **Event:** 10 Tickets to the 34th Annual Purrfect Bow Wow Brunch.



Michigan
Humane

*To secure your sponsorship, contact
Deb Scola at dscola@michiganhumane.org*

Michigan Humane **Locations**

**Mackey Center for
Animal Care**
7887 Chrysler Drive
Detroit, MI 48211

**Caplan Family
Pet Food Pantry**
2189 Beaufait St.
Detroit, MI 48207

**Berman Center for
Animal Care**
900 N. Newburgh Road
Westland, MI 48185

**Michigan Humane
Center for Farm Animal
Care at Abraham Ranch**
3090 Weidemann Drive
Clarkston, MI 48348

**Rochester Hills
Veterinary Center**
3600 W. Auburn Road
Rochester Hills, MI 48309

**Howell
Veterinary Center**
2464 Dorr Road
Howell, MI 48843

**Sterling Heights
Adoption Center at Petco**
13701 Lakeside Circle
Sterling Heights, MI 48313