



Michigan
Humane

36TH ANNUAL

Purrfect Bow Wow Brunch

in partnership with



*Sponsorship
Opportunities*



You Have the Power to *Change a Life*



Eastern Market, Detroit Sheds 3 and 5

Sunday, October 5 or 12, 2025
(date pending Lions homegame schedule)
11 a.m. – 1:30 p.m.

The Purrfect Bow Wow Brunch in partnership with Fox Subaru Macomb is an annual celebration of the daily impact by Michigan Humane across our region, state, and country. Attended by more than 650 supporters, this signature fundraising event 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 makes this event a must-attend and a beacon of pride in our community.

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



Join us in raising \$1M toward serving the animal needs in our community!

In Celebration of Your Support

Sponsorship Levels



PRESENTING | **SOLD** FOX SUBARU MACOMB

Michigan Humane 36th Annual Purrfect Bow Wow Brunch in partnership with Fox Subaru Macomb

- Logo/name included in all promotion and communications (web, email, social, PR, save-the-date, invitation, event signage, program screen and videos).
- Customized social media post and e-newsletter feature reaching 300,000 followers and 150,000 subscribers.
- Customized activation at the President's Reception.
- Centerfold two-page ad in printed and digital program book.
- Two tables for 20 guests.
- Verbal mention during program with opportunity to speak.
- Annual recognition on Michigan Humane website, 2025 community report, and Ralph S. Caplan Leadership Circle murals in the adoption center lobbies.
- Invitation for two to the Ralph S. Caplan Leadership Circle Donor Appreciation Luncheon on July 16, 2025.



PLATINUM | **\$50,000**

- Recognition in promotion and communications (web, email, social, PR, save-the-date, invitation, event signage, program screen and videos).
- Customized social media post and e-newsletter feature reaching 300,000 followers and 150,000 subscribers.
- Customized activation at the President's Reception.
- Full-page ad in printed and digital program book.
- One table for up to 10 guests.
- Verbal mention during program.
- Annual recognition on Michigan Humane website, 2025 Community Report, and Ralph S. Caplan Leadership Circle mural recognition in Detroit and Westland.
- Invitation for two to the Ralph S. Caplan Leadership Circle Donor Appreciation Luncheon on July 16, 2025.



GOLD | **\$25,000**

- Recognition in promotion and communications (web, email, social, PR, save-the-date, invitation, event signage, program screen and videos).
- Full-page ad in printed and digital program book.
- One table for up to 10 guests.
- Verbal mention during program.
- Recognition on Michigan Humane website, 2025 Community Report, and Ralph S. Caplan Leadership Circle mural recognition in Detroit and Westland.
- Invitation for two to the Ralph S. Caplan Leadership Circle Donor Appreciation Luncheon on July 16, 2025.



SILVER | \$15,000

- Recognition in promotion (web, email, social, save-the-date, invitation, event signage, program screen and videos).
- Half-page ad in printed and digital program book.
- One table for up to 10 guests.
- Recognition on Michigan Humane website, 2025 Community Report, and Ralph S. Caplan Leadership Circle mural recognition in Detroit and Westland.
- Invitation for two to the Ralph S. Caplan Leadership Circle Donor Appreciation Luncheon on July 16, 2025.



BRONZE | \$10,000

- Recognition in event promotion (web, email, social, save-the-date, invitation, event signage, program screen).
- Half-page ad in printed and digital program book.
- One table for up to 10 guests.
- Recognition on Michigan Humane website, 2025 Community Report, and Ralph S. Caplan Leadership Circle mural recognition in Detroit and Westland.
- Invitation for two to the Ralph S. Caplan Leadership Circle Donor Appreciation Luncheon on July 16, 2025.



AMBASSADOR | \$5,000

- Recognition in event promotion (web, email, social, save-the-date, invitation, event signage, program screen).
- Quarter-page ad in printed and digital program book.
- One table for up to 10 guests.
- Recognition in Michigan Humane's 2025 Community Report.



FRIEND | \$2,500

- Recognition in event promotion (web, email, social, save-the-date, invitation, event signage, program screen).
- Four guest tickets to the event.
- Recognition in Michigan Humane's 2025 Community Report.

Guest names are kindly requested by **Friday, September 5, 2025** to meet catering deadlines. Unfilled tables will be thoughtfully seated with other guests.



Michigan
Humane

To confirm your support, please contact:

Deb Scola | dscola@michiganhumane.org | (313) 815-3788

Michigan Humane Locations

866-MHUMANE | michiganhumane.org

Mackey Center for Animal Care

7887 Chrysler Drive
Detroit, MI

Berman Center for Animal Care

900 North Newburgh Rd
Westland, MI

Michigan Humane Rochester Hills Veterinary Clinic at PetSmart

1116 S Rochester Rd
Rochester Hills, MI

Michigan Humane Sterling Heights Adoption Center at Petco

13701 Lakeside Circle
Sterling Heights, MI

Michigan Humane Administrative Offices

Chroma | 2937 E Grand Blvd, Suite 800
Detroit, MI

Caplan Family Pet Food Pantry

Detroit, MI
michiganhumane.org/pet-pantry-program/