



Michigan Humane

# TAILGATE

RUN. WALK. ADOPT.

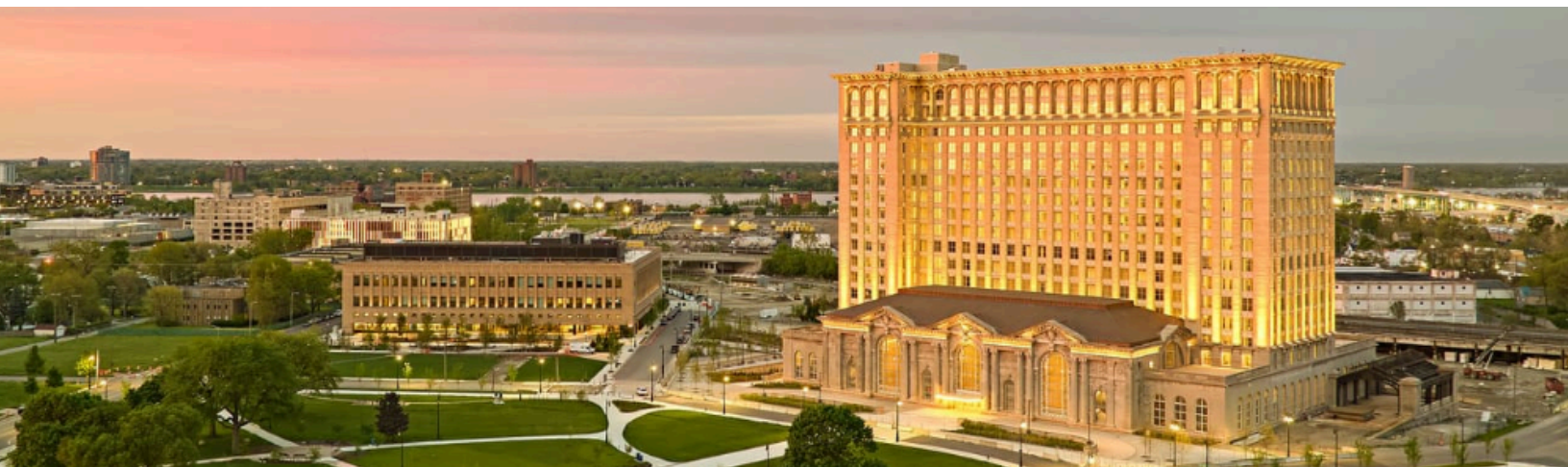
in partnership with 

For 37 years, Michigan Humane has celebrated the role dogs play in our lives at our annual fundraising walk, the Mutt March, raising up to \$200,000 each year to support our mission. In 2026, we're excited to unveil a bold new chapter in partnership with Ford.

Inspired by insights received from stakeholders, we're moving to a vibrant, high-profile, central location – **Roosevelt Park at Michigan Central Station**. The reimagined event will offer fresh opportunities for connection, celebration, and philanthropy, featuring experiences shaped by feedback from our next generation of supporters.

We will activate our full network – along with the Southwest Detroit and Corktown community and run clubs across metro Detroit – to drive attendance and excitement. With a new location, fresh onsite activations, and expanded promotional efforts, we're positioned to significantly grow participation.

Our goal is to bring together runners, walkers, adopters and animal lovers from across metro Detroit – an anticipated **5,000 participants** – uniting the community around Michigan Humane's mission. Over time, the annual event has the potential to raise \$1 million in support of the animals and families we serve.



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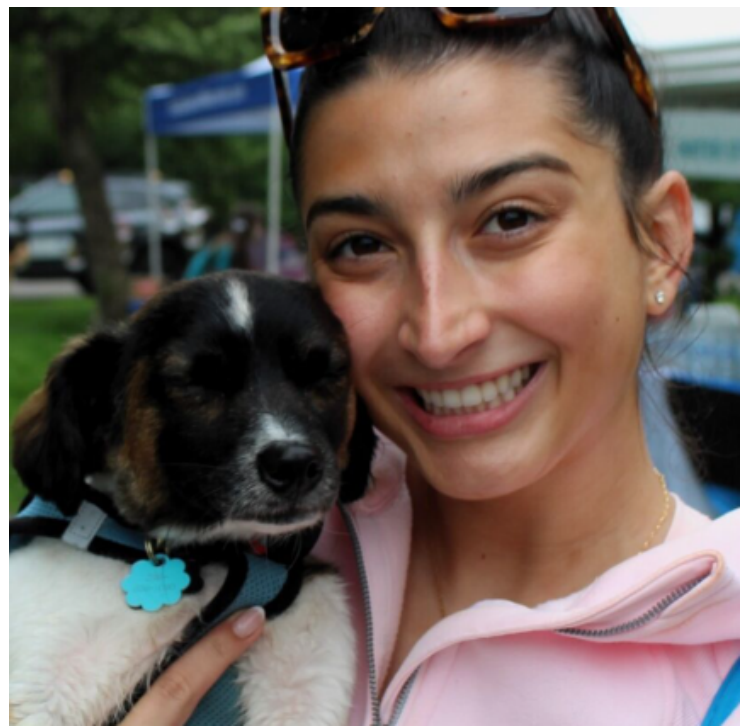
in partnership with 

Saturday, May 9, 2026

in Roosevelt Park at Michigan Central Station in Corktown

**Hope Unleashed 5K: Run to End Pet Hunger in partnership with Kroger and Delta Dental**  
**Mutt March: Walk for Animal Rescue in partnership with Team Lyders Taco Bell**  
**Mike Morse Law Firm Meet Your Best Friend Adoption Event**

Tailgate is more than a gathering — it's a day when our community comes together with purpose, joy, and compassion. Our partners aren't just sponsoring an event; they're standing alongside thousands of metro Detroiters who cherish pets and believe in making a difference. It's a chance to be part of something impactful and memorable.



# Schedule of Events

## Pre-Event

### January - February

- Sponsorship engagement
- Run Club engagement

### February - May

- Run and Walk registration opens
- Fundraising campaign kicks off
- Sponsors finalized
- Weekly communications on all aspects of the event through email, social media, website updates, fundraising incentives, run club engagement and more

## Thursday, May 7

**6:30 to 9:30 p.m.** Humane Leaders Fundraiser and Early Packet Pick-Up at The Siren Hotel

### Michigan Humane's Reach

- **300,000 Social Media Followers**
- **150,000 Email Subscribers**
- **40,000 Active Donors**
- **5,000 Event Participants**
- **1,500 Active Volunteers**

## Friday, May 8

**5 to 7 p.m.** Early Packet Pick-Up at Roosevelt Park

## Saturday, May 9

**7:30 a.m.** Packet Pick-Up

**8:30 a.m.** **Hope Unleashed 5K Run to End Pet Hunger (without dogs)**



















**9 a.m.** **5K Run (with dogs)**

**9:30 a.m.** **Mutt March Walk for Animal Rescue**

**9 a.m. to 2 p.m.** Festival

- **Meet Your Best Friend Adoption Event**
- Sponsor Booths
- Vendors
- Food Trucks
- Vodka & Beer Garden
- Live Music
- Contests

...and more!

Sponsorship Opportunities	Presenting SOLD	Signature SOLD	Premier \$25,000	Experience Zone \$10,000	Booth \$5,000	Vendor \$2,500
Naming Rights	All Aspects of Event	5K, Mutt March, or Meet Your Best Friend	Premier Experience Zone of Choice	Experience Zone of Choice		
Event Activations	Customized space in prominent location	Customized signature space				
Recognition from stage						
Print and Social Media Mentions Features	Co-branded media release; opportunity to appear in interviews; dedicated social post, tagged in all event-related posts; e-newsletter feature; included in event-related email blasts	Dedicated social post, tagged in all signature event related posts, included in event related email blasts	Dedicated social media post, tagged in event related posts	Tagged in social media stories		
Logo on 5K bibs, t-shirts	Bib front, t-shirt front	Bib back, t-shirt front	T-shirt back	T-shirt back	T-shirt back	
Logo on sponsor signage, event map						
Complimentary Walk or Race Registrations	50	20	15	10	5	
Promotional item included in gift bag						
Logo and link on event website						
Booth Space and Tent	20' x 30' Private Chalet	10' x 20' Private Cabana	10' x 20' Private Cabana	10' x 10'	10' x 10'	10' x 10'

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## Presenting Sponsor - SOLD

- Exclusive naming rights: **Michigan Humane Tailgate in partnership with Ford**
- Logo/name included in event logo design for maximum brand visibility across all digital and print marketing materials and signage, joint press release and opportunity to participate in media interviews (MH digital: 300,000+ social media followers, 150,000+ email subscribers, 5,000 projected day-of participants)
- Logo on front of event t-shirt and race bibs, event signage, and event map
- Recognition from stage and during event announcements
- 20' x 30' private chalet for up to 50 people, customized, with signage
- Complimentary 5K run registration for up to 20 people
- Opportunity to include material or swag in 2,500 participant bags
- Individualized team fundraising support from Michigan Humane staff member
- Acknowledgement as a leading partner on Michigan Humane homepage, 2026 Community Report, and the Ralph S. Caplan Leadership Circle



## Signature Event Sponsorship - SOLD

- Exclusive naming rights to 1 of 3 Signature events and Michigan Humane programs within the TAILGATE:
  - **Hope Unleashed 5K Run to End Pet Hunger in partnership with Kroger**
  - **Mutt March Walk for Animal Rescue in partnership with Team Lyders Taco Bell**
  - **Mike Morse Law Firm Meet Your Best Friend Adoption Event**
- Logo prominently displayed on event webpage, on printed and digital promotional materials, front of event t-shirt, back of race bibs, on event signage and event map
- Recognition from stage and during event announcements
- 10' x 20' private cabana for up to 20 people with signage, table and chairs
- Complimentary registration to the 5K run for up to 20 people
- Opportunity to include material or swag in 2,500 participant bags
- Individualized team fundraising support from Michigan Humane staff
- Acknowledgement as a leading partner on Michigan Humane homepage, 2026 Community Report, and the Ralph S. Caplan Leadership Circle



## Premier Sponsorship - \$25,000

- Naming rights to a premier experience area:
  - Photo Booth | Beer Garden | Registration & Packet Pick-Up | Customized experience
- Logo prominently displayed event webpage, on printed and digital promotional materials, front of event t-shirt, back of race bibs, event map, and signage, including staked signage along the race course
- 10' x 20' private cabana for up to 20 people with signage, tables and chairs
- Complimentary registration to the 5K run for up to 15 people
- Opportunity to include material or swag in 2,500 participant bags
- Individualized team fundraising support from Michigan Humane staff
- Acknowledgement as a leading partner on Michigan Humane homepage, 2026 Community Report, and the Ralph S. Caplan Leadership Circle

## Experience Zone Sponsorship - \$10,000

- Naming rights to one of the following experience zones:
  - Dog Spa | Dog Contests & Activities | Food Truck Alley | Customized experience
- Logo included on event webpage, Zone signage, map, t-shirt, event signage, and staked signage along the race course
- 10' x 10' tent/booth space with signage, table and chairs
- Complimentary 5K run registration for up to 10 people
- Opportunity to include material or swag in 2,5000 participant bags
- Individualized team fundraising support from Michigan Humane staff
- Acknowledgement in Michigan Humane's 2026 Community Report, and the Ralph S. Caplan Leadership Circle



## Booth Sponsor - \$5,000

- Logo included on event webpage, signage, map, and t-shirt
- 10' x 10' tent/booth space with signage, table and chairs
- Complimentary registration to the 5K run for up to 5 people
- Opportunity to include material or swag in 2,500 participant bags
- Individualized fundraising support from Michigan Humane staff
- Acknowledgement in Michigan Humane's 2026 Community Report

## Vendor / Retail Partner - \$2,500

- Logo included on event webpage and event signage
- Space for your own branded 10' x 10' canopy, signage, table and chairs
- Opportunity to include material or swag in 2,500 participants bags

## Bag Sponsor - \$1,000

- Opportunity to include material or swag in 2,5000 participants bags
- Logo included on event webpage and event signage



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Become a Small Business

## Michigan Humane Ambassador

**Welcome Tailgate participants on May 8-9 with or without dogs, and enjoy increased traffic! Choose your own level of support, such as:**

- Donate portion of sales from May 8 and 9 from all customers or Tailgate attendees.
- Donate portion of sales from a specific beer tap or drink for one day, one month, or all year.
- Create a limited edition menu item (cocktail, mocktail, dessert or sandwich) and donate proceeds.
- Offer a roundup at checkout inviting customers to round their bill to the nearest dollar as a donation.
- Dedicate a fixed donation amount.

### Benefits:

- Featured as a Michigan Humane Ambassador and Tailgate partner on event page.
- Featured as a Michigan Humane Ambassador in targeted emails encouraging Tailgate participants to visit.
- Featured as a Michigan Humane Ambassador on printed event signage.
- Annual partners raising \$2,500 will be included on Michigan Humane's "Other Ways to Give" webpage and in a social media post. (Ask about becoming an annual partner!)





Thank you for considering sponsorship of the Tailgate!  
We look forward to partnering with you.

**Thanks to your support, together we will impact:**

- **100,000 Animals and Families in Southeast Michigan**
- **6,000 Second Chances through Sheltering & Adoption**
- **1,500 Lifesaving Animal Rescues**
- **15,000 Families by providing 10M bowls of pet food**

Please contact us for more information.

**Deb Scola**

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