Ninth 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 2, 2021

Riverside Park
Riverbend Shelter
(North End of Park)
2001 Monroe Ave NE,
Grand Rapids, MI 49505

5:00pm
Registration

6:30pm
Run/Walk Start
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
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
Logo on wristbands

Start/Finish Line Sponsor
$5,000

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 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
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
Logo on wristbands

BARKINTHEDARK.ORG
SPONSORSHIP OPPORTUNITIES

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

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
MELLINGER@HSWESTMI.ORG
616.791.8089

Have a group of 10 or more registering for the event? Contact us for a special discounted team rate!
BARKINTHEDARK.ORG

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return your sponsorship form by 8/16/21.

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.

Please PRINT desired name as you would like it to appear on all printed materials.

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

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This year, more than ever, we need you!

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

BARKINTHEDARK.ORG
YOUR DONATIONS AT WORK!

2,391 Animals Adopted
in 2020

1,178 cats
907 dogs
306 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 our events like Bark in the Dark.

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

- Educational programs for more than 1,000 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

YOUR DONATIONS AT WORK!
OUR MISSION

To promote the humane treatment and responsible care of animals in West Michigan through education, example, placement, and protection.