



# **Ninth Annual BARK IN THE DARK**

## **Corporate Partnership Proposal**

[barkinthedark.org](http://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



**BARKINTHEDARK.ORG**

# 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

# 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](mailto: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!**

# SPONSORSHIP FORM

October 2, 2021

Riverside Park

- ☐ 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

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

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**.

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

\_\_\_\_\_  
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

**This year,  
more than ever,  
we need you!**

**BARKINTHEDARK.ORG**

# YOUR DONATIONS AT WORK!

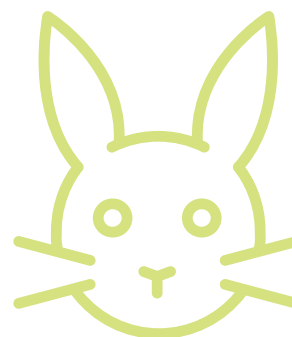
**2,391 Animals Adopted**  
in 2020



**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 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

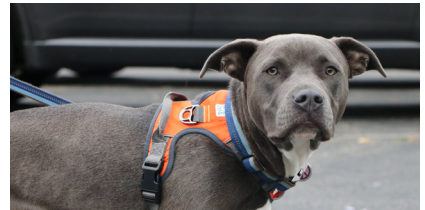
**BARKINTHEDARK.ORG**





## OUR MISSION

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



3077 Wilson Drive NW  
Grand Rapids, MI 49534

[www.hswestmi.org](http://www.hswestmi.org)  
616.453.8900



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