ELEVENTH ANNUAL

BARK IN THE DARK

Partnership Proposal

BARKINTHE darkness.ORG
For live music, good food, and even better company — benefitting the animals at Humane Society of West Michigan!

Saturday, October 7, 2023

4:00 – 8:00pm

Riverside Park

Live Music
Food Trucks
Beer Tent
Cornhole Tournament
Costume Contest

Riverbend Shelter
(North End of Park)

2001 Monroe Avenue NE,
Grand Rapids, MI 49505
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Gold Paw Sponsor</th>
<th>Stage Sponsor</th>
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<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>$5,000</strong></td>
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## PRE & POST EVENT BENEFITS
- 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
- 30 registrations for Bark in the Dark
- Prominent position of banner & signage at event (company provided)
- Booth space during the festivities
- Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approx. 750)
- Logo on photo booth backdrop
- Logo on wristbands

## 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 Stage Sponsor
- Social media promotion
- Event mentions by FOX 17 News

## NIGHT OF BENEFITS
- 20 registrations for Bark in the Dark
- One Stage Sponsor sign with logo provided by HSWM and prominently placed on stage
- Prominent position of banner & additional branding on stage (company provided)
- Booth space during the festivities
- Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approx. 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**
- 10 registrations for Bark in the Dark
- Booth space during the festivities
- Prominent position of banner & signage at event (company provided)
- Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approx. 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**
- 5 registrations for Bark in the Dark
- Booth space during the festivities
- Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approx. 750)
**SPONSORSHIP Opportunities**

**Woofstock 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 at event

Opportunity to provide giveaways/promotional materials in goodie bags for each participant (approx. 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:

**Zoey Goehring**

EVENTS COORDINATOR
zgoehring@hswestmi.org
616.791.8153
Sponsorship Form

October 7, 2023
Riverside Park

☐ Gold Paw Sponsor – $10,000
☐ Stage Sponsor – $5,000
☐ Silver Paw Sponsor – $2,500
☐ Bronze Paw Sponsor – $1,000
☐ Woofstock 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 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

For more info or to get involved, please contact:

Zoey Goehring

EVENTS COORDINATOR
zgoehring@hswestmi.org
www.hswestmi.org
616.791.8153

3077 Wilson Drive NW
Grand Rapids, MI 49534

Due to the printing deadline for event materials, your prompt response is encouraged and appreciated! Please return your sponsorship form by 8/25/23.

This year, more than ever, we need you!

PLEASE MAKE CHECK PAYABLE TO:
Humane Society of West Michigan
3077 Wilson Drive NW
Grand Rapids, MI 49534
Or please call 616.791.8153 to pay by credit card
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 2,255 children designed to teach compassion, respect and responsible care for animals
- Over 1,694 spay & neuter procedures performed annually to reduce pet over population in West Michigan
- 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

2,523 Animals Adopted in 2022

1,517 Cats

854 Dogs

152 Small Animals
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
616.453.8900