



## A black and white puppy with floppy ears is sitting and looking directly at the camera. The puppy has a white blaze on its face and white fur on its chest and body, with black patches on its face and ears. The background is a solid green color with a repeating pattern of white line-art icons related to pets, including a house, a bone, a paw print, a dog, and a cat.

Adopted from HSWM

# About HSWM



**Our Mission is to promote the humane treatment and responsible care of animals in West Michigan through education, example, placement, and protection.**

Humane Society of West Michigan, a 501(c)3 nonprofit organization, assists over 8,000 animals annually.

We are 100% donor-funded and we do not receive funding from the government, nor are we financially supported by national welfare organizations. Caring individuals and businesses in our community support our mission to shelter and care for hurt, abused, or abandoned animals and find them new forever homes.

Additional programs such as education and outreach help reduce pet overpopulation, provide assistance to low-income pet owners, behaviorally assess animals, and reunite lost pets with their owners. HSWM never euthanizes animals for time or space.



# Paws, Claws & Corks

Spring 2022



## **SPONSORSHIP INFORMATION:**

Packages ranging from \$2,500 – \$20,000

Corporate Tables \$1,250

[www.pawsclawsandcorks.com](http://www.pawsclawsandcorks.com)

## **An annual event featuring the hottest restaurants, breweries, and wineries in West Michigan.**

Guests enjoy fabulous cuisine, wonderful wine, beer, and cider samples, as well as opportunities to bid on exciting packages and adventures! Most importantly, funds raised will benefit Humane Society of West Michigan and our mission.

Benefits include company logo on print and electronic communications, acknowledgement in program book, table with complementary wine on event night, mentions on radio and TV promotions, and more!

# Birthday Party

Summer 2022



## SPONSORSHIP INFORMATION:

Packages ranging from \$250 – \$1,000

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

## Celebrate our 139th Birthday!

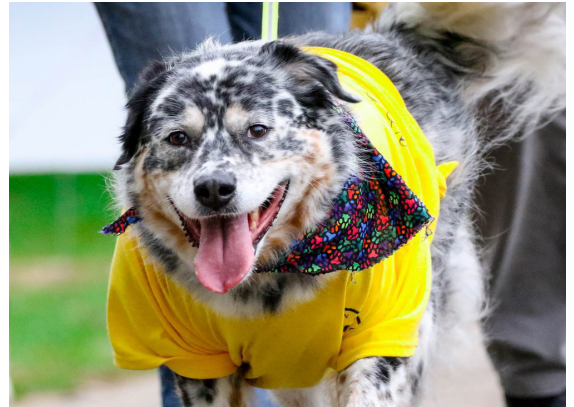
This carnival celebration will include family friendly activities and games, chances to win prizes, music, food, and fun! Plus the opportunity to help animals in need find their new homes!

Benefits include opportunity to host a booth or game, logo on print and electronic communications, registrations to the event, mentions on radio and TV promotions, and more!



# Bark in the Dark

Fall 2022



## SPONSORSHIP INFORMATION:

Packages ranging from \$500 – \$10,000

Discounted team rates available

[www.barkinthedark.org](http://www.barkinthedark.org)

## Come bark with us!

A family and dog friendly glow-in-the-dark 5k and 1 mile fun run/walk that's always a blast! Before the race, attendees enjoy family fun activities including balloon animals, face painting, and a pup-a-razzi photobooth! After, participants enjoy local beer, wine, hard cider, treats, and music with their fellow animal lovers. All proceeds from the event benefit HSWM.

Benefits include logo on communications, website, and apparel, registration to the event, mentions on radio and TV promotions, signage along the route, booth space at the event, and more!

# Third Party Events



**Natasha & Judy**

Adopted from HSWM

**MORE INFO:**

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

## **Looking for a way to be involved with HSWM that is more personalized? Consider hosting a third party event.**

A Third Party Event is any fundraising activity organized by a non-affiliated group or individual where HSWM serves as a partner and beneficiary.

**SAMPLE IDEAS:**

Donation-based “Jeans Day” for employees, donating a portion of proceeds for the month to HSWM, hosting a special event for employees or community members to benefit HSWM animals.



# Adoption Specials & Events



**Prim**  
Adopted from HSWM



**Max**  
Adopted from HSWM

## MORE INFORMATION:

Adoption specials are a great way to have a direct impact on the animals in our care and the members of our community.

Consider hosting an adoption special to help animals find their forever homes faster.

## \$1,000

- Pet Kit provided for all animals adopted including items such as a collar, leash, toys, treats, food, etc.  
(Can include branded materials – business provided)
- \$50 donated towards each animal's adoption fee
- Social media promotion
- Flyers at HSWM and for company to share
- One day event

## \$2,000

- Cover \$145 towards adoption fee for long-term dogs  
(adopter pays \$50)
- Company sponsored table/booth with information, giveaways, and volunteers
- Social media promotion
- Radio promotion on 100.5 The River, 95.7 Hot FM
- Flyers at HSWM and for company to share
- One day event

## \$3,000

- Cover \$145 towards adoption fee for long-term dogs  
(adopter pays \$50)
- Company sponsored table/booth with information, giveaways, and volunteers
- Social media promotion
- Radio promotion on 100.5 The River, 95.7 Hot FM, and WGVU Morning Show
- TV promotion on FOX17 and WZZM13
- Flyers at HSWM and for company to share
- Weekend or one day event

# Show Your Support with a Shelter Sponsorship

## SPONSORSHIP INFORMATION:

Shelter Sponsorships are seen daily by the thousands of visitors who come to Humane Society of West Michigan each year.

Shelter Sponsorships are a thoughtful way to memorialize a beloved family member or friend, pay tribute to a family pet (past or present), and are an effective way to advertise a business. These annual sponsorships also promote community involvement and show support of HSWM's work.

## Shelter Sponsoring Options:



*Dog Kennel (\$1,000)*



*Cat Condo (\$750)*



*Small Animal Home (\$500)*



# HSWM's Reach

## SOCIAL CHANNELS:

 @hswestmi

 @hswmi

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

Humane Society of West Michigan's upbeat & community-centric voice in animal welfare has attracted the support of many!

**101,000+**  
**Average Post Reach**

**7,000+**

INSTAGRAM FOLLOWERS

**49,000+**

FACEBOOK FANS

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**1,000,000+**  
**Site Views in 2020**

**32,000+**

EMAIL SUBSCRIBERS

**4,000+**

MAILING SUBSCRIBERS

# Your Impact



**Indy, Steve, & JoJo**

Adopted from HSWM



## AT A GLANCE:

In 2018, 3,788 animals were adopted from HSWM — 2,022 cats, 1,531 dogs, and 235 small animals.

We provide close to 4,000 adoptions, take in over 2,000 transfers, and provide over 2,500 surgeries annually. Your support of Humane Society of West Michigan makes it possible for us to offer the following services:

- ▶ *A comprehensive adoption program that matches homeless companion animals with new families and provides follow-up and support to ensure successful placements*
- ▶ *Educational programs for 8,500 children designed to teach compassion, respect, and responsible care for animals*
- ▶ *Expansive behavior department which enriches our animals stay with us and also provides counseling for resolving pet issues by strengthening the bonds between pets and their caregivers*
- ▶ *Behavior classes for dogs and puppies as well as informational seminars about a wide range of animal-related topics*
- ▶ *Kibble Konnection (a pet food bank) and vaccine clinics for animals from families experiencing significant financial hardship*

# Get In Touch

**Megan Ellinger**  
EVENTS COORDINATOR

616-791-8089  
mellinger@hswestmi.org

3077 Wilson Drive NW  
Grand Rapids, MI 49534

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

## For more information or to get involved:

Please send completed form to Humane Society of West Michigan.

\_\_\_\_\_

Name

\_\_\_\_\_

Company Name (if applicable)

\_\_\_\_\_

Street Address

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Email

\_\_\_\_\_

Phone

Please mark any and all events about which you are interested in learning more information.



- ☐ **Paws, Claws & Corks (Spring)**
- ☐ **Birthday Party (Summer)**
- ☐ **Bark in the Dark (Fall)**
- ☐ **Third Party Events**
- ☐ **Adoption Specials**
- ☐ **Shelter Sponsorship**



# GIVING ANIMALS A VOICE

## WE NEED YOUR HELP!

Donate today at [www.hswestmi.org/give](http://www.hswestmi.org/give)

3077 Wilson Drive NW  
Grand Rapids, MI 49534

Please email us at  
[development@hswestmi.org](mailto:development@hswestmi.org)

