PAWS CLAWS AND CORKS

TWENTY TWENTY-THREE

PARTNERSHIP PROPOSAL

WINE | FOOD | AUCTIONS

Benefitting Humane Society of West Michigan

pawsclawsandcorks.com

HUMANE SOCIETY OF WEST MICHIGAN

CHARLIE
The Face of PCC 2023
This extravagant evening will feature fabulous cuisine, fine wines, and an opportunity to bid on amazing experiences and packages in both our live and silent auctions.

The funds raised will directly benefit Humane Society of West Michigan in our mission to promote the humane treatment and responsible care of animals in West Michigan and beyond.

For more info or to get involved, please contact:

ZOELY GOEHRING
Events Coordinator
zgoehring@hswestmi.org
616.791.8153

*Individual tickets will be available for purchase online at pawsclawsandcorks.com prior to the event and the evening of the event.
SPONSORSHIP

Opportunities

PLATINUM COLLAR SPONSOR
$20,000

Marketing Impression Benefits
Logo placement on invitations (1,700 printed) and event website
Logo in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

Media Benefits
Logo included in print media ads
Pre-event social media promotion (50,000 followers)
Mentions on FOX 17 produced commercial and on FOX 17 News
Radio promotional interview opportunities on Cumulus Media partner stations

Night Of Benefits
Tickets for 30 guests
Logo prominently featured on virtual event website
Full page ad in program book
Employee engagement opportunities

GOLD COLLAR SPONSOR
$15,000

Marketing Impression Benefits
Logo placement on invitations (1,700 printed) and event website
Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

Media Benefits
Logo included in print media ads
Pre-event social media promotion (50,000 followers)
Mentions on FOX 17 produced commercial and on FOX 17 News

Night Of Benefits
Tickets for 20 guests
Logo prominently featured on virtual event website
Full page ad in program book
Employee engagement opportunities

YOUR IMPACT
A $20,000 sponsorship of Paws, Claws, and Corks would provide pet food and litter for all of HSWM’s animals for one year.

YOUR IMPACT
A $15,000 sponsorship of Paws, Claws, and Corks would provide 20 of HSWM’s animals with daily care for one month.
SPONSORSHIP

Opportunities

FUND THE MISSION SPONSOR
$10,000

Marketing Impression Benefits
Logo placement on event invitations (1,700 printed) and event website
Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

Media Benefits
Pre-event social media promotion (50,000 followers)
Mentions on FOX 17 produced commercial and on FOX 17 News

Night Of Benefits
Logo incorporated into Fund the Mission video to be played at the event and prominently displayed on screen during the Fund the Mission portion of the Live Auction
Tickets for 20 guests
Full page ad in program book
Logo in event program book on Fund the Mission page
Employee engagement opportunities

SILVER COLLAR SPONSOR
$5,000

Marketing Impression Benefits
Logo placement on event website
Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

Media Benefits
Pre-event social media promotion (50,000 followers)
Event mentions on FOX 17 News

Night Of Benefits
Tickets for 10 guests
Half page ad in program book
Employee engagement opportunities

YOUR IMPACT
A $10,000 sponsorship of Paws, Claws, and Corks would be used to leverage donations from attendees at the event, resulting in increased funding generated to support HSWM’s lifesaving mission.

YOUR IMPACT
A $5,000 sponsorship of Paws, Claws, and Corks would provide heating, cooling, water, and freshly laundered bedding daily to all of HSWM’s animals for one month.
## SPONSORSHIP Opportunities

### BRONZE COLLAR SPONSOR
$2,500

**Marketing Impression Benefits**
Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

**Media Benefits**
Group pre-event social media promotion (50,000 followers)

Event mentions on FOX 17 News

**Night Of Benefits**
Tickets for 10 guests

Half page ad in program book

Employee engagement opportunities

### CORPORATE TABLE
$1,500

**Night Of Benefits**
Tickets for 10 guests

Quarter page ad in program book

Recognition as corporate table onscreen at the event

### YOUR IMPACT

A $2,500 sponsorship of Paws, Claws, and Corks would provide a heartworm test and monthly preventative medication to 250 HSWM dogs.

A $1,500 sponsorship of this event would provide critical rabies and distemper vaccines to 500 HSWM animals.
We are only funded through the generous support of community-minded companies, foundations, and caring individuals who support special events like Paws, Claws, and Corks.

HUMAN SOCIETY OF WEST MICHIGAN IS 100% DONOR FUNDED

We receive no funding from government or national animal welfare organizations. Your support makes it possible for Humane Society of West Michigan to offer the following services:

- A comprehensive adoption program that matches nearly 4,000 homeless animals annually with new families and provides follow-up and support to ensure successful placements
- Lifesaving medical care for nearly 5,000 animals annually
- Educational programs for over 1,000 children designed to teach compassion, respect, and responsible care for animals
- Intervention programs for children to end neglect and abuse and break the link between violence against animals and humans
- 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
- An innovative Community Resource Program including a pet food bank, vaccine clinics, and temporary emergency pet housing for animals from families experiencing significant financial or situational hardship

2,724 ANIMALS ADOPTED IN 2021

1,337 cats

1,122 dogs

265 small critters

2,724 ANIMALS ADOPTED IN 2021
Sponsorship Form

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return completed form by 2/20/23.

For more info or to get involved, please contact:

ZOEY GOEHRING
Events Coordinator

zgoehring@hswestmi.org
P: 616.791.8153
F: 616.453.5752

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 $

We are not able to sponsor the Paws, Claws, and Corks event this year, but would like to make a fully tax-deductible contribution of $________ to Humane Society of West Michigan

PLEASE MAKE CHECK OUT TO:
Humane Society of West Michigan
3077 Wilson Drive NW
Grand Rapids, MI 49534
Or call 616.791.8153 to pay by credit card

ZOEY GOEHRING
Events Coordinator

PAWS CLAWS AND CORKS
MARCH 15, 2023

HSWM STAFF USE:
□ Payment Received
□ Invoice Mailed
□ Development Verified

□ I have read the terms of the sponsorship proposal and agree to them in full.

Company Representative
Date

HSSWM Representative
Date
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/events
616.791.8153