

**ELEVENTH ANNUAL**

# **BARK IN THE DARK**

**Partnership  
Proposal**



**BARKINTHEDARK.ORG**

**JOIN US**  
JOIN US  
JOIN US  
JOIN US  
JOIN US

**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**

Live Music  
Food Trucks  
Beer Tent  
Cornhole Tournament  
Costume Contest

**Riverside Park**

Riverbend Shelter  
*(North End of Park)*

2001 Monroe Avenue NE,  
Grand Rapids, MI 49505

# SPONSORSHIP

# Opportunities

## Gold Paw Sponsor

**\$10,000**

### 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

## Stage 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 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](mailto: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 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

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**.*

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.*

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

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
HSWM Representative

\_\_\_\_\_  
Date

# YOUR DONATIONS at Work

**2,523 Animals  
Adopted  
in 2022**

**1,517**

**Cats**

**854**






**Dogs**

**152**

**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 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

# HUMANE SOCIETY



## 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**

