Paws, Claws & Corks

Eleven
Adopted from HSWM

2020 CORPORATE PARTNERSHIP PROPOSAL

WINE | FOOD | AUCTIONS
Benefiting Humane Society of West Michigan

pawsclawsandcorks.com
This extravaganza will feature the hottest restaurants, breweries, and wineries in West Michigan.

Guests will enjoy samplings of fabulous cuisine; tastings of fine wines and microbrews; and an opportunity to bid on amazing experiences and packages in our live and silent auctions.

The funds raised will benefit Humane Society of West Michigan in our mission to promote the humane treatment and responsible care of animals in West Michigan and beyond through education, example, placement, and protection.

For more info or to get involved, please contact:

Megan Ellinger
Events Coordinator
mellinger@hswestmi.org
616.791.8089

Join Us

March 16, 2020
6:00pm
DeVos Place
Steelcase Ballroom

Dress:
Cocktail or business attire

$100 per person
$50 of the ticket price is tax deductible

$1,250 per Corporate Table
Reserved seating for 10

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

Sebastian
Adopted from HSWM

This dog, Sebastian, has been adopted from the Humane Society of West Michigan.
**Sponsorship Opportunities**

**PLATINUM COLLAR SPONSOR**
$20,000

- **Marketing Impression Benefits**
  Logo placement on invitations (1,700 printed), posters (400 printed), and event website
  Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

- **Media Benefits**
  Logo included in Gemini Publications ads (1 ad in Grand Rapids Magazine & 3 ads in Grand Rapids Business Journal)
  Pre-event social media promotion (40,000 followers)
  Mentions on FOX 17 produced commercial and on FOX 17 News
  Radio promotional interview opportunities on Cumulus Media partner stations

- **Night Of Benefits**
  Three corporate tables in prominent placement with reserved seating for (10) each
  Logo prominently featured on sponsor appreciation signage at the event
  On-site signage/banner at event (company provided)
  Full page ad in program book
  Complimentary wine on tables
  Employee engagement opportunities

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

**GOLD COLLAR SPONSOR**
$15,000

- **Marketing Impression Benefits**
  Logo placement on invitations (1,700 printed), posters (400 printed), and event website
  Listing in the spring edition of HSWM’s quarterly Impact Report (4,000 copies mailed)

- **Media Benefits**
  Logo included in Gemini Publications ads (1 ad in Grand Rapids Magazine & 3 ads in Grand Rapids Business Journal)
  Pre-event social media promotion (40,000 followers)
  Mentions on FOX 17 produced commercial and on FOX 17 News

- **Night Of Benefits**
  Two corporate tables in prominent placement with reserved seating for (10) each
  On-site signage/banner at event (company provided)
  Full page ad in program book
  Complimentary wine on tables
  Employee engagement opportunities

**YOUR IMPACT**
A $15,000 sponsorship of Paws, Claws & Corks would provide 20 of HSWM’s animals with daily care for one month.
## Sponsorship Opportunities

### FUND THE MISSION MATCH 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 (40,000 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
- Two corporate tables in prominent placement with reserved seating for (10) each
- Corporate table signage
- On-site signage/banner at event (company provided)
- Full page ad in program book
- Logo in event program book on Fund the Mission page
- Complimentary wine on tables
- 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 (40,000 followers)
- Event mentions on FOX 17 News

**Night Of Benefits**
- One corporate table in prominent placement with reserved seating for (10) each
- Half page ad in program book
- Complimentary wine on table
- Employee engagement opportunities

### YOUR IMPACT

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

#### A $5,000 sponsorship of Paws, Claws & 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**
Pre-event social media promotion
(40,000 followers)

Event mentions on FOX 17 News

**Night Of Benefits**
One corporate table in prominent placement with reserved seating for (10) each

Half page ad in program book

Complimentary wine on table

Employee engagement opportunities

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**CORPORATE TABLE**

$1,250

**Night Of Benefits**
One corporate table with reserved seating for (10)

Quarter page ad in program book

Complimentary wine on table

Recognition as corporate table onscreen at the event

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**YOUR IMPACT**

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

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**YOUR IMPACT**

A $1,250 sponsorship of this event would provide critical rabies and distemper vaccines to 400 HSWM animals.
Your Donations at Work

3,770 ANIMALS ADOPTED
in 2018

1,994 cats
1,514 dogs
262 small critters

HUMANE SOCIETY OF WEST MICHIGAN IS 100% DONOR FUNDED
We receive no funding from government or national animal welfare organizations. We are only funded through the generous support of community-minded companies, foundations, and caring individuals who support special events like Paws, Claws & Corks.

Your support of Paws, Claws & Corks makes it possible for Humane Society of West Michigan to offer the following services:

- A comprehensive adoption program that matches more than 3,000 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 8,500 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
- Kibble Konnection (a pet food bank) and vaccine clinics for animals from families experiencing significant financial hardship
Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return completed form by 2/1/20.

For more info or to get involved, please contact:

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Grand Rapids, MI 49534

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OUR MISSION

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