



TWENTY TWENTY-THREE

# Partnership Proposal

WINE | FOOD | AUCTIONS

Benefitting Humane Society  
of West Michigan

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

**HUMANE SOCIETY**   
OF WEST MICHIGAN

**CHARLIE**  
The Face of PCC 2023





*Join Us*



**SADIE**

Adopted from  
HSWM

**MARCH 15, 2023**

**6:00pm**

DeVos Place  
Steelcase Ballroom

**ATTIRE:**

**Formal or Cocktail**

**TICKETS\*:**

**\$150 per person**

\$100 of the ticket price is  
tax deductible

**\$1,500 per Corporate Table**

Reserved seating for 10

**HUMANE SOCIETY OF WEST MICHIGAN IS**

**excited to celebrate the eleventh annual Paws, Claws, and Corks event in 2023! With this milestone, and the opportunity to be back in person, we are re-launching the event with a new look and feel, but with all of the features that guests have grown to love over the years.**

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:*

**ZOEY GOEHRING**  
**Events Coordinator**

zgoehring@hswestmi.org  
616.791.8153

*\*Individual tickets will be available for purchase online at [pawsclawsandcorks.com](http://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.

### YOUR IMPACT

A \$1,500 sponsorship of this event would provide critical rabies and distemper vaccines to 500 HSWM animals.

## YOUR DONATIONS

# At Work








2,724 ANIMALS ADOPTED IN 2021



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.

### HUMANE 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



# Sponsorship Form

- ☐ **Platinum Collar Sponsor** – \$20,000
- ☐ **Gold Collar Sponsor** – \$15,000
- ☐ **Fund the Mission Sponsor** – \$10,000
- ☐ **Silver Collar Sponsor** – \$5,000
- ☐ **Bronze Collar Sponsor** – \$2,500
- ☐ **Corporate Table** – \$1,500

- ☐ 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

For more info or to get involved, please contact:

**ZOEY GOEHRING**  
Events Coordinator

zgoehring@hswestmi.org  
P: 616.791.8153  
F: 616.453.5752

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

## HSWM STAFF USE:

- ☐ Payment Received
- ☐ Invoice Mailed
- ☐ Development Verified

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



## 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

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