



SOMEBODY HERE NEEDS YOU.

Michigan Humane Society
MEGA MARCH



2016 Partnership Opportunities



Michigan Humane Society
MEGA MARCH FOR ANIMALS

11th Annual Mega March for Animals
Sponsorship Opportunities

Regional Team Sponsorship Opportunities

Platinum Collar

\$15,000

- Prominent site with a 10x10 tent, which includes an 8' table and 2 chairs (provided by MHS). Opportunity to utilize as a team gathering place and the ability to showcase and promote your company to thousands of walk participants
(includes all 4 event locations-savings of \$5000)
- Exclusive matching gifts opportunity promoted throughout our communication vehicles for 7 days to all Mega March participants. Your company will be promoted as a matching gifts company and will match all donations up to your sponsorship level for that time period.
- Premier logo placement on back of event t-shirt
- Exclusive behind the scenes tour for all registered team members with light snacks and refreshments at our new Detroit Centers for Animal Care.
- Prominent logo location on corporate sponsor banner, displayed at the event
- Recognition in all event press releases
- Four sponsor signs to be prominently placed on walk route
- MHS-provided sponsor sign for tent
- Logo placement in MHS newsletter (circulation 40,000)
- Prominent logo placement on more than 15,000+ walk brochures, which are distributed throughout Southeast Michigan
- Logo placement on 600+ walk posters
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly
- Acknowledgement of company support on MHS Facebook page with more than 160,000 followers!
- If company registers a walk team, MHS staff will host an internal kickoff at your worksite

Gold Collar

\$10,000

- **Prominent site with a 10x10 tent, which includes an 8' table and 2 chairs (provided by MHS). Opportunity to utilize as a team gathering place and the ability to showcase and promote your company to thousands of walk participants (includes three event sites - \$5000 savings)**
- **Recognition in targeted press releases associated with event**
- **Three sponsor signs to be prominently placed on walk route**
- **Logo prominently placed on the back of event t-shirt. Listed in order of sponsorship level**
- **Exclusive matching gifts opportunity promoted throughout our communication vehicles for 7 days to all Mega March participants. Your company will be promoted as a matching gifts company and will match all donations up to your sponsorship level for that time period.**
- MHS-provided sponsor sign for tent
- Prominent logo placement on more than 15,000+ walk brochures, which are distributed throughout Southeast Michigan
- Logo placement on 600+ walk posters
- Logo placement in MHS newsletter (circulation 40,000)
- Company logo on corporate sponsor banner, displayed at the event
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly
- Acknowledgement of company support on MHS Facebook page with more than 160,000 followers!
- If company registers a walk team, MHS staff will host an internal kickoff at your worksite

Silver Collar

\$5000

- Prominent site with a 10x10 tent, which includes an 8' table and 2 chairs (provided by MHS). Opportunity to utilize as a team gathering place and the ability to showcase and promote your company to thousands of walk participants
- **Company name listed on back of event t-shirt. Listed in order of sponsorship level**
- **Prominent logo placement on more than 15,000+ walk brochures, which are distributed throughout Southeast Michigan**
- **Logo placement on 600+ walk posters**
- **Recognition in targeted press releases associated with event**
- **Two route signs to be prominently placed on walk route**
- **If company registers a walk team, MHS staff will host an internal kickoff at your worksite**
- Opportunity for exposure at one event site of choice
- MHS-provided sponsor sign for tent
- Logo placement in MHS newsletter (circulation 40,000)
- Company logo on corporate sponsor banner, displayed at the event
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly
- Acknowledgement of company support on MHS Facebook page with more than 160,000 followers!

Bronze Collar

\$2500

- On-site 10x10 tent, which includes an 8' table and 2 chairs (provided by MHS) Opportunity to utilize as a team gathering place and the ability to showcase and promote your company to thousands of walk participants
- **Company name listed on back of event t-shirt. Listed in order of sponsorship level**
- **Logo placement in MHS newsletter (circulation 40,000)**
- **Company logo on corporate sponsor banner, displayed at the event**
- **Acknowledgement of company support on MHS Facebook page with more than 160,000 followers!**
- **One sponsor sign to be prominently placed on walk route**
- Opportunity for exposure at one event site of choice
- MHS-provided sponsor sign for tent
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly

Copper Collar

\$1000

- On-site presence with a 10x10 tent, which includes an 8' table and 2 chairs (provided by MHS). Opportunity to utilize as a team gathering place and the ability to showcase and promote your company to thousands of walk participants
- Opportunity for exposure at one event site of choice
- MHS-provided sponsor sign for tent
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly

Water Stop Sponsor (only 2 spots available at each event location)

\$750

- On-site presence at a water stop with a 10x10 tent, which include an 8' table and 2 chairs (provided by MHS). Ability to showcase and promote your company to thousands of walk participants
- Opportunity for exposure at one event site of choice
- MHS-provided sponsor sign for tent
- Logo and link on walk location specific webpage within the MHS website with over 120,000 visits monthly

Community Team Partnership Opportunities

\$500

- One on-site 8' exhibitor table and two chairs (provided by MHS) under our Community Tent
- Recognition on Community Team Partnership Sign
- Opportunity to showcase and promote your business to hundreds of animal loving participants

Mega March for Animals 2016 Dates and Locations

Saturday, September 10

Downriver, Civic Center Park - Woodhaven

Sunday, September 25

Belle Isle State Park – Detroit

Sunday, October 2

Kensington Metropark – Milford & Stony Creek Metropark – Shelby Township

Custom Sponsorship: Don't see a sponsorship that fits your needs? No worries! We can customize a sponsorship just for you. Contact us to discuss your ideas.

Kelly Roe 248-283-5643 or kroe@michiganhumane.org

Corporate “Packs”



Becoming a Mega March for Animals sponsor is just the first step in helping to provide support to the Michigan Humane Society and the animals in our care.

To truly get the full benefit of your sponsorship we encourage you to form a **Corporate Pack (team)**. It is really easy to create a team and will allow your employees to raise funds and help support a cause that is no doubt close to their hearts.

A Pack is simply a group of two or more people that fundraise together as a team. Money can be raised through corporate fundraising such as:

- ∞ Bakes Sales/“No Bake Sale” (Co-workers pay so they don’t have to bake goodies)
- ∞ Jeans Days/Dress Down Days
- ∞ Rewards for top fundraisers
- ∞ Matching gifts
- ∞ Chili Cook-off
- ∞ Create a team t-shirt to sell
- ∞ Be creative and have fun!

STEPS:

- ∞ Choose a Pack (team) Leader
- ∞ Register your team at www.michiganhumane.org/mega
- ∞ Send out an email to staff to recruit Pack members
- ∞ Decide on a Pack goal
- ∞ Create fundraising activities for you Pack

For More Information
or to sign up contact:

Kelly Roe at 248-283-5643 or
kroe@michiganhumane.org





*2016 Mega March for Animals
Sponsorship Commitment Form*

(please circle the location(s) of your sponsorship)

- Belle Isle ● Kensington Metropark
- Stony Creek Metropark ● Downriver

Business Name: _____

(as it would appear on all print material)

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Contact Email: _____

Telephone Number: _____ Fax Number: _____

(Business)

Commitment Level (please check)

\$500 \$7,500 \$1,000 \$2,500 \$5,000 \$10,000 \$15,000 Other \$ _____

Method of Payment:

Enclosed is my sponsorship check in the amount of \$ _____

Charge my credit card (please print clearly)

Card Type: VISA MasterCard Discover AMEX

Cardholders Name: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Please Invoice to: _____

Sponsor Signature: _____ Date: _____

(please sign and retain a copy for your records.)

PLEASE RETURN FORM TO THE ADDRESS BELOW:

MHS ● 30300 Telegraph ● Suite 220 ● Bingham Farms, MI 48025 ● Attn: Mega March

Michigan Humane Society Contact:

Kelly Roe, Regional Events Manager
248.283.5643 ● kroe@michiganhumane.org

Sponsorship deadlines:

\$5K and above – June 1, 2016