



## 2020 Fur Ball Gala

*Presented by Grewal Law PLLC*

### Sponsorship Overview

This event is the Capital Area Humane Society's largest fundraiser of the year; a formal gala like no other in Mid-Michigan!

Animal lovers join us for an evening that includes dinner, entertainment, and a live and silent auction. Thirty-five dogs also receive top-notch pampering treatment at the "Dog Spa" while their people enjoy the evening.

**A sponsorship is the perfect opportunity to showcase your business to an elite crowd, while helping thousands of homeless pets in Mid-Michigan, and it is a great show of support for an important cause in our community.**

This gala draws a crowd of 450-plus patrons. These notable attendees come from across Mid-Michigan. Compassionate and generous with their support of CAHS, they also support the businesses represented at the event. Your sponsorship will give you direct access to this unique group.

The 17<sup>th</sup> Annual Fur Ball presented by Grewal Law PLLC will be held on **Saturday, April 18, 2020** at Eagle Eye Golf Club.

The Capital Area Humane Society does not receive government or tax support; it relies solely upon the support of generous corporations, foundations, and individuals in order to save the lives of homeless and abandoned pets in the Greater Lansing Area. **This important event accounts for nearly 15% of our annual fundraising budget** and generates critical support for our operations.

**All proceeds from this event directly support the over 10,000 animals CAHS serves annually.** You can be part of this important fundraiser by graciously participating in a sponsorship opportunity. Sponsorship levels and benefits can be viewed starting on the next page. Please complete the sponsorship agreement on page four and return it to CAHS.

Thank you so much for your consideration and support!

<b>Co-Signature Sponsor</b> <i>(includes 8 tickets)</i>	<b>\$5,000</b>
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As the co-signature sponsor, you will receive recognition on every aspect of the event and all promotional materials—includes mention on all TV, radio, and print advertising. Recognition includes website exposure and recognition on the save-the-date cards and the invitation mailed to thousands of individuals. You also receive:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Dazzling Sponsor</b> <i>(includes 6 tickets)</i>	<b>Sponsored</b>
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We will be having a party favor at every table for attendees to take home. These favors will have the sponsors logo prominently displayed on each one. Recognition also includes logo recognition on the invitation and website, and the following:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Wine Label Sponsor</b> <i>(includes 6 tickets)</i>	<b>Sponsored</b>
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A big part of this elegant evening is our custom-labeled bottles of Fur Ball wine. With a donation supporting this aspect of the event, you will receive logo recognition on all wine bottles; displayed at each table, at the bar, and available for purchase to take home. Also receive logo recognition on the invitation and website, and the following:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Dog Spa Sponsor</b> <i>(includes 4 tickets)</i>	<b>Sponsored</b>
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Thirty-five lucky dogs get the treatment of a lifetime in our Dog Spa, where they receive a customized dog-friendly meal, individual massages, and other fun things. Make this portion of the evening possible, and receive logo recognition on the invitation and website, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room and in the Dog Spa

<b>Special Care &amp; Cruelty Video Sponsor</b> <i>(includes 4 tickets)</i>	<b>\$2,000</b>
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Another great way to support the animals during this event is to sponsor our Special Care and Cruelty Fund Video. This video is shown during the Live Auction, and your logo will be shown prominently in the video to all 450 attendees prior to the live auction. You will also receive logo recognition on the invitation and website for your support, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Photo Booth Sponsor</b> <i>(includes 2 tickets)</i>	<b>Sponsored</b>
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A component to the evening is the photo booth that is free to all attendees in the lobby. Help to cover costs and support the animals by sponsoring the photo booth for the evening and your logo will be at the bottom of every printed photo. You will also receive logo recognition on the invitation and website, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event

<b>Pet Tribute Roll Sponsor</b> <i>(includes 2 tickets)</i>	<b>\$1,500</b>
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The Pet Tribute Roll plays on the screen for guests to see during dinner. Your logo will be displayed on each slide. You will also receive logo recognition on the invitation and website, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Pooch Parade Sponsor</b> <i>(includes 2 tickets)</i>	<b>\$1,000</b>
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After the 35 lucky pooches are pampered in back, they come out for a visit and parade through the dining room, so everyone can see. Receive logo recognition on the invitation and website, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Volunteer Sponsor</b> <i>(includes 2 tickets)</i>	<b>\$1,000</b>
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Over 60 volunteers are working behind the scenes at the event as dog spa handlers and at check-in and check-out, many working a six-hour shift! Your donation will sponsor dinner for the volunteers. Receive logo recognition on the invitation and website, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Signage the night of the event in main dining room

<b>Give A Gift Sponsor</b>	<b>\$500</b>
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Sponsor the care of over 10,000 animals in need this year by providing unrestricted support for the life-changing programs and services of Capital Area Humane Society. You will receive:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program

<b>Platinum Table Sponsor</b> <i>(includes 8 tickets closest to the stage/runway, and champagne service during dinner)</i>	<b>Sponsored</b>
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A great way to support the animals during this event is to treat your friends to a fun evening at your very own table guaranteed to be in the front row of the room, and receive recognition for your enhanced support with website recognition, champagne table service during dinner, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Table signage the night of the event

<b>Gold Table Sponsor</b> <i>(includes 8 tickets in second row from stage)</i>	<b>\$1,500</b>
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Enjoy this great event and treat your friends to a fun evening at your very own table in the dining room, and receive recognition for your enhanced support with website recognition, four bottles of wine, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Table signage the night of the event

<b>Silver Table Sponsor</b> <i>(includes 8 tickets in third row from stage)</i>	<b>\$1,250</b>
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Enjoy this great event and treat your friends to a fun evening at your very own table in the dining room, and receive recognition for your enhanced support with website recognition, four bottles of wine, as well as:

- Mention in Paw Prints newsletter
- Announcement by celebrity emcee
- Mention in the event program
- Table signage the night of the event

**Please Provide the Following Information:**

Company:	
Contact Name:	
Address:	
City, State, Zip:	
Phone:	
E-Mail:	

**Fur Ball Sponsorship Information**

Sponsorship Level	Status	Sponsorship Level	Status
<input type="checkbox"/> \$5,000 – Co-Signature	Available	<input type="checkbox"/> \$1,500 – Pet Tribute Roll	Available
<input type="checkbox"/> \$3,000 – Dazzling	Sponsored	<input type="checkbox"/> \$1,000 – Volunteer	Available
<input type="checkbox"/> \$2,500 – Wine Label	Sponsored	<input type="checkbox"/> \$1,000 – Pooch Parade	Available
<input type="checkbox"/> \$2,000 – Special Care Video	Available	<input type="checkbox"/> \$500 – Give A Gift	Available
<input type="checkbox"/> \$2,000 – Dog Spa	Sponsored	<input type="checkbox"/> \$1,750 – Platinum Table	Sponsored
<input type="checkbox"/> \$1,500 – Photo Booth	Sponsored	<input type="checkbox"/> \$1,500 – Gold Table	Available
		<input type="checkbox"/> \$1,250 – Silver Table	Available

**Billing/Payment Information:**

Unless otherwise arranged, we will invoice you in conjunction with the event. You may also choose to be billed in one lump sum or in periodic installments\*. All sponsorships must be paid prior to the event date. We are happy to accommodate your needs.

Please note your preferences here:

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\*Applies to sponsorship levels of \$1,000 or greater.

Commitment of sponsorship by:

Acceptance from CAHS by:

Signature	Date	Penny Myers	Date
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**Return Completed Form To:**

Capital Area Humane Society  
 Attn: Penny Myers, Director of Community Relations  
 7095 West Grand River Avenue, Lansing, MI 48906  
 Phone (517) 626-6060 ext. 111 • Fax (517) 626-2560 • [programs@AdoptLansing.org](mailto:programs@AdoptLansing.org)