



Humane Society of
Huron Valley

SPONSORSHIP PACKET

Spring into



45th Annual

Walk &
Wag
and RUN



Saturday
May 18th,
2024

Biggest
Pup Party
OF THE YEAR!

Rolling Hills
County Park
8:00am-1:00pm

WHY SPONSOR?



Because Walk & Wag 2024 is the place to be if you want to align your business with the animal welfare cause! There's a reason advertisers use animals: animal lovers are loyal folks! Your name will be seen by over 100,000 people through HSHV's social media, website, radio ads, email list and listings on Walk & Wag printed material. A complete list of benefits are outlined on the next page.

Not only will your business receive positive buzz in the community: sponsoring is also excellent for employee morale! Tell your staff they can enjoy the event for free, and announce to potential new hires that your company gives back to a cause near and dear to their hearts.

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**Walk & Wag
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WHO IS THE HUMANE SOCIETY OF HURON VALLEY (HSHV)?

HSHV has been serving our community for over 125 years. Today, we are an award-winning shelter, consistently recognized by independent organizations for best practices, fiscal responsibility and transparency, and the highest animal "save rate" among all similar shelters in Michigan. Our critical programs include pet adoption, affordable veterinary services, a Rescue Team who save both domestic and wild animals, outreach programs that help people keep pets in their homes, and much, much more!

WHAT'S WALK & WAG AND RUN?

It's our largest annual fundraiser, welcoming over 1,500 animal lovers and 600 dogs! Walk & Wag kicks off with a 5k run and 1-mile walk at Rolling Hills County Park in Ypsilanti on Saturday, May 18, 2024. Dogs enjoy games and contests, and families enjoy kid-friendly activities, food trucks, dog-themed entertainment and more. It's the largest pup party of the year!



2024 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$25,000

- Name in email stationery for all Walk & Wag communications to HSHV's housefile and event registrants
- Name on rotating banners & pop-ups on HSHV's website
- Name displayed in online Participant Center used by Walk & Wag registrants and donors
- Recognition on the Walk & Wag website home page
- Social media shoutout on Facebook, Instagram, Tiktok and LinkedIn
- Partner for a co-branded social media campaign
- Name on Walk & Wag raffle tickets
- Company tent in central location at Walk & Wag
- Name on Walk & Wag hoodie
- Recognition in tri-fold event brochure
- Free volunteer day experience at HSHV
- Visit from adoptable dogs to your workplace
- Welcome puppies to HSHV from a Love Train Transport (up to 10 people)
- Logo included in all Walk & Wag email communications
- Brick Paver with the personal message of your choice instilled permanently at HSHV's entrance
- Naming Opportunity: sponsor banner - Main Pavillion
- Shelter visit and private tour of the facility
- Inclusion in radio advertisements (Commitment by April 1st)
- Inclusion in print advertisements (Commitment by March 1st)
- Inclusion in thank you email to HSHV's house file (33,000+ recipients)
- Social media feature to over 88,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (12,000 readers)
- Company Logo & Link on home page of event website. Company name & link on Sponsor page
- Booth space on event day
- LOGO on event poster. Name on event banner & t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

BEST IN SHOW \$10,000

- Welcome puppies to HSHV from a Love Train Transport (up to 10 people)
- Logo included in all Walk & Wag email communications
- Brick Paver with the personal message of your choice instilled permanently at HSHV's entrance
- Naming Opportunity: sponsor banner - Main Pavillion
- Shelter visit and private tour of the facility
- Inclusion in radio advertisements (Commitment by April 1st)
- Inclusion in print advertisements (Commitment by March 1st)
- Inclusion in thank you email to HSHV's house file (33,000+ recipients)
- Social media feature to over 88,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (12,000 readers)
- Company Logo & Link on home page of event website. Company name & link on Sponsor page
- Booth space on event day
- LOGO on event poster. Name on event banner and t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

LEADER OF THE PACK \$5,000

- Naming Opportunity: sponsor banner - 5k run or 1 mile walk
- Shelter visit and private tour of the facility
- Inclusion in radio advertisements (Commitment by April 1st)
- Inclusion in print advertisements (Commitment by March 1st)
- Inclusion in thank you email to HSHV's house file (33,000+ recipients)
- Social media feature to over 88,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (12,000 readers)
- Company Logo & Link on home page of event website. Company name & link on Sponsor page
- Booth space on event day
- LOGO on event poster. Name on event banner and t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

TOP DOG \$2,500

- Inclusion in print advertisements (Commitment by March 1st)
- Inclusion in thank you email to HSHV's house file (33,000+ recipients)
- Social media feature to over 88,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (12,000 readers)
- Naming opportunity: Lure Course, Agility Course or Kids Dash
- Company Logo & Link on home page of event website. Company name & link on Sponsor page
- Booth space on event day
- LOGO on event poster. Name on event banner and t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

BEST FRIEND \$1,000

- Inclusion in HSHV print newsletter, Saved (12,000 readers)
- Company Logo & Link on home page of event website. Company name & link on sponsor page
- Booth space on event day
- LOGO on event poster. Name on event banner and t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

PUPPY \$500

- Company name and link on Walk & Wag website
- Booth space on event day
- Name on event poster, banner and t-shirt
- Opportunity to include promotional item in 500 goody bags
- Name on trail marker sign along route
- Name on sponsor banner at HSHV
- Free event registration for your employees

Walk & Wag and Run

Saturday, May 18th, 2024



COMPLETE SPONSOR INFORMATION

Company Name _____

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

I/we wish to be listed as _____

SELECT SPONSORSHIP LEVEL



PAYMENT INFORMATION

☐ Check payable to Humane Society of Huron Valley enclosed

☐ Paying online at www.hshv.org/walkandwag

Charge my* ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number _____

Expiration _____ / _____ Security Code _____

Name on Card _____

PLEASE RETURN THIS FORM TO:

Joy Johnsen | Director of Special Events | 2024 Walk & Wag and Run

Humane Society of Huron Valley | 3100 Cherry Hill Road | Ann Arbor, MI | 48105

E: JoyJ@hshv.org | F: (734) 662-0749 | P: (734) 661-3536

*Payments can also be made by credit card in 2 installments. Please contact Joy for more information.

Walk & Wag and Run

LOGO AND AD SPECS FOR SPONSORS

LOGO AND AD SUBMISSION

Thank you for sponsoring Walk & Wag! Now, let's ensure you look great! Please follow the specs below and email your business artwork to Joy Johnsen at JoyJ@hshv.org. All sponsors receive an ad in the ad book.

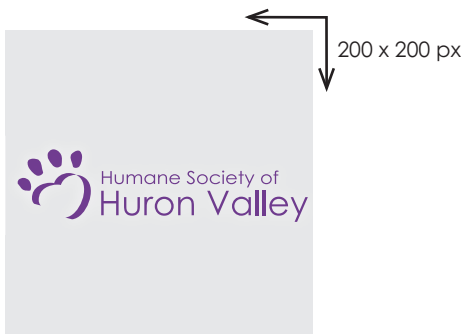
Sponsors at levels \$1,000 and above also get their logo on the Walk & Wag website and event poster that's distributed all over town.

FOR \$1,000 + SPONSORS: LOGO FOR WEBSITE

200 x 200 pixels (square)

format: screen res jpg (72 dpi), full color

Email to JoyJ@hshv.org as soon as possible



FOR \$1,000 + SPONSORS: LOGO FOR POSTERS

Fit within 3 x 3 inches square

Format: high res jpg or Illustrator eps (300 dpi), full color

Email to JoyJ@hshv.org as soon as possible

