

47th ANNUAL

Walk & Jog and Run



Saturday, May 16th
at Rolling Hills County Park
from 8am - 1pm



PRESENTED BY



SUBARU
of ANN ARBOR

2026

SPONSORSHIP PACKET

Why Sponsor?

There's a reason advertisers feature animals: Animal welfare is a cause near and dear to our community!

Walk & Wag is the place to reach animal-lovers: we offer marketing opportunities to an audience of over 200,000 via email, social media, radio and printed material.

Not only will you receive positive buzz in the community—sponsoring is also excellent for employee morale! Your staff can register for free, create a team, enjoy the event and know that their company makes a difference.



Who is the Humane Society of Huron Valley?

HSHV has served our community for over 125 years. Today we are an award-winning shelter, consistently recognized for best practices, fiscal responsibility and transparency, and the highest animal "save rate" among all similar shelters in Michigan.

Our life-saving programs include adoption, affordable veterinary services, wildlife rescue, animal cruelty investigation, outreach programs to seniors, at-risk youth and low income pet parents, educational programs and much more!



What is Walk & Wag and Run?

Our largest annual fundraiser, welcoming approximately 1,500 animal lovers and 600 dogs! Walk & Wag is May 16th, 2026, at Rolling Hills County Park in Ypsilanti.

Activities include a 5k run, 1 mile walk, Kids Dash and dog festival with food trucks, entertainment, dog games, kid-friendly activities and more.



2026 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$25,000

Central booth location at the event and opportunity to display a vehicle	Logo featured on participant fundraising portal Recognition on the event website homepage	Booth space on event day Name on event day banner
Event day interview with a Subaru of Ann Arbor representative on Ann Arbor's 107.1, broadcast live from the event	Logo on header and recognition in footer of all event email communications to registrants and HSHV's email list	Name in HSHV quarterly print newsletter (15k readers)
Event day social media shoutout video by HSHV staff	Logo on event banner on HSHV website	Logo on event t-shirt
Recognition in event day brochure	Name a litter of Love Train puppies and receive a shoutout in our popular Love Train social media posts and email (12k+ recipients)	Name and link on event website Sponsor page
Company swag featured as a fundraising milestone prize for participants	Adoptable animal named after you or your company and promoted on HSHV's social media	Opportunity to include promotional item in 350 goody bags
Recognition as a Matching Challenge sponsor for the month of May	Shelter visit and private tour of the facility	Name on trail marker sign along run/walk route
Recognition during the annual Blue Ribbon Brunch for top fundraisers, including 2 complementary tickets and opportunity to speak to attendees	Name on event stage sponsor banner Inclusion in radio advertisements & logo in print advertisements (commitment by April 1st)	Social media feature to 100k+ Facebook followers and 22k+ Instagram followers
Name on Walk & Wag raffle tickets	Name in post-event email to HSHV's email list (123k+ recipients)	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
		Free event registration for your employees

BEST IN SHOW \$10,000

Name a litter of Love Train puppies and receive a shoutout in our popular Love Train social media posts and email (12k+ recipients)	Logo in print advertisements (commitment by April 1st)	Name and link on event website Sponsor page Booth space on event day
Recognition in footer of all event email communications to registrants and HSHV's email list	Name in post-event email to HSHV's email list (123k+ recipients)	Name on event day banner Opportunity to include promotional item in 350 goody bags
Shelter visit and private tour of the facility	Social media feature to 100k+ Facebook followers and 22k+ Instagram followers	Name on trail marker sign along run/walk route
Inclusion in radio advertisements (commitment by April 1st)	Name in HSHV quarterly print newsletter (15k readers)	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
Name on main pavilion banner	Logo on event t-shirt	Free event registration for your employees

LEADER OF THE PACK \$5,000

Inclusion in radio advertisements (commitment by April 1st)	Name and link on event website Sponsor page
Name on an event banner: 5k Run, Fun Walk or Kids' Dash	Booth space on event day Name on event day banner
Logo in print advertisements (commitment by April 1st)	Opportunity to include promotional item in 350 goody bags
Name in post-event email to HSHV's email list (123k+ recipients)	Name on trail marker sign along run/walk route
Social media feature to 100k+ Facebook followers and 22k+ Instagram followers	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
Name in HSHV quarterly print newsletter (15k readers)	Free event registration for your employees
Logo on event t-shirt	

TOP DOG \$2,500

Name on an event banner: 5k Run, Fun Walk or Kids' Dash	Booth space on event day
Name in post-event email to HSHV's email list (123k+ recipients)	Name on event day banner Opportunity to include promotional item in 350 goody bags
Social media feature to 100k+ Facebook followers and 22k+ Instagram followers	Name on trail marker sign along run/walk route
Name in HSHV quarterly print newsletter (15k readers)	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
Logo on event t-shirt	Free event registration for your employees
Name and link on event website Sponsor page	

BEST FRIEND \$1,000

Name in HSHV quarterly print newsletter (15k readers)	Opportunity to include promotional item in 350 goody bags
Logo on event t-shirt	Name on trail marker sign along run/walk route
Name and link on event website Sponsor page	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
Booth space on event day	Free event registration for your employees
Name on event day banner	

PUPPY \$500

Name and link on event website Sponsor page	Name on trail marker sign along run/walk route
Booth space on event day	Name on sponsor banner in HSHV lobby (featured for the duration of the summer)
Name on event day banner	
Opportunity to include promotional item in 350 goody bags	

47th ANNUAL
Walk & Wag and Run
2026 SPONSORSHIP COMMITMENT FORM



COMPLETE SPONSOR INFORMATION

Company Name _____

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

I/we wish to be listed as _____

SELECT SPONSORSHIP LEVEL



PRESENTING SPONSOR
\$25,000



BEST IN SHOW
\$10,000



LEADER OF THE PACK
\$5,000



TOP DOG
\$2,500



BEST FRIEND
\$1,000



PUPPY
\$500

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 | 2026 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.