



Humane Society of
Huron Valley 2025

SPONSORSHIP PACKET



46th Annual



Humane Society of
Huron Valley

Walk & Wag and Run

Presented by



SUBARU of Ann Arbor

SATURDAY, MAY 17TH, 2025 • ROLLING HILLS PARK • 8 AM TO 1 PM

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.

Reach an
AUDIENCE
of over
200,00!

WOWF!



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'S WALK & WAG AND RUN?

Our largest annual fundraiser, welcoming approximately 1,500 animal lovers and 600 dogs! Walk & Wag is May 17th, 2025, 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.



COME AND JOIN
the biggest
PUP PARTY
of the year!



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
- 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 - Stage
- Shelter visit and private tour of the facility
- Inclusion in radio advertisements (Commitment by April 1st)
- Inclusion in print advertisements (Commitment by April 1st)
- Inclusion in thank you email to HSHV's house file (123,000+ recipients)
- Social media feature to over 95,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (15,000 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 April 1st)
- Inclusion in thank you email to HSHV's house file (123,000+ recipients)
- Social media feature to over 95,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (15,000 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 or Kids Dash
- Shelter visit and private tour of the facility
- Inclusion in radio advertisements (Commitment by April 1st)
- Inclusion in print advertisements (Commitment by April 1st)
- Inclusion in thank you email to HSHV's house file (123,000+ recipients)
- Social media feature to over 95,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (15,000 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 April 1st)
- Inclusion in thank you email to HSHV's house file (123,000+ recipients)
- Social media feature to over 95,000+ Facebook followers
- Inclusion in HSHV print newsletter, Saved (15,000 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 (15,000 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 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

SPONSORSHIP COMMITMENT FORM

2025

46th Annual
Walk & Wag and Run

Humane Society of
Huron Valley



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 | 2025 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.