



# HARBOR HUMANE'S **ALES FOR TAILS**



## **CORPORATE SPONSORSHIP PACKAGE**

### **8TH ANNUAL ALES FOR TAILS**

#### ***BENEFITING HARBOR HUMANE SOCIETY***

BE A PART OF THIS YEAR'S 8TH ANNUAL ALES FOR TAILS FUNDRAISING EVENT SUPPORTING HARBOR HUMANE'S MISSION TO SERVE THE HOMELESS PETS OF OTTAWA COUNTY AND BEYOND.

Enjoy local beer, wine and seltzers, along with a selection of food offerings, auction and raffle – all while enjoying the music of local band “BRENA”!



### **WHEN**

**THURSDAY - JULY 21, 2022**  
**6:00 PM - 10:00 PM**



### **WHERE**

**THE SHOPS AT WESTSHORE**  
**12331 JAMES ST, HOLLAND, MI 49424**





# HELP US HELP THEM

## YOUR SUPPORT WILL DIRECTLY IMPACT...

OUR **ABILITY TO CARE** FOR THOUSANDS OF ANIMALS THAT CALL HARBOR  
THEIR TEMPORARY HOME EACH YEAR



PERFORMING **SPAY/NEUTER SURGERIES** FOR BOTH OWNED  
AND SHELTER PETS



**SPECIALIZED SURGERIES** FOR ANIMALS IN OUR CARE



**KEEPING PETS AND PEOPLE TOGETHER** THROUGH OUR COMMUNITY  
RESOURCE CLINICS



SUCCESSFULLY **TREATING HEARTWORM DISEASE** FOR HUNDREDS OF DOGS



**TRANSFERRING HUNDREDS OF ANIMALS** IN FROM OVERCROWDED  
SHELTERS TO GIVE THEM THEIR SECOND CHANCE



PROVIDING **HUMANE EDUCATION** THROUGH SCHOOL VISITS AND YOUTH  
PROGRAMMING TO BUILD A MORE COMPASSIONATE COMMUNITY



OFFERING **TRAINING AND OBEDIENCE RESOURCES** TO  
COMMUNITY PET PARENTS



Harbor Humane Society is hosting its 8th Annual Ales for Tails fundraiser. We are thrilled to welcome back hundreds of friends and shelter supporters to celebrate a caring, safe harbor for homeless animals in West Michigan. Interested in being a big part of this year's most impactful fundraiser to our animal community? Become a sponsor today!

Sponsorship packages are also customizable, if you are interested please email our Development Director at [developmentdirector@harborhumane.org](mailto:developmentdirector@harborhumane.org)

## SPONSORSHIP OPPORTUNITIES

### BEST IN SHOW - CHOW HOUND PET SUPPLIES - \*FULLILLED

- Company promotion across print, social media, website, E-newsletter, radio and event marketing
- Vendor space at event
- Company table reservation at event
- Event welcome speaking opportunity "on stage"
- Company promotion on all marketing materials at event
- Recognition on any TV coverage with media partners, as scheduled
- 6 tickets
- Display of company provided banner at event
- Opportunity to provide a company branded event attendee giveaway

### GOLD LEASH - \$5,000

- Company promotion across print, social media, website, E-newsletter, radio and event marketing
- Vendor space at event
- Speaking opportunity "on stage" during event
- Company promotion on all marketing materials at event
- Recognition on any TV coverage with media partners, as scheduled
- Company table reservation at event
- 4 tickets
- Display of company provided banner at event
- Opportunity to provide a branded event attendee giveaway

### SILVER BOWL - \$2,500

- Company promotion across print, social media, website, E-newsletter, radio and event marketing
- Vendor space at event
- Social media and radio company promotion
- Verbal recognition at event
- Company table reservation at event
- 2 tickets
- Display of company provided banner at event
- Opportunity to provide a branded event attendee giveaway

### BRONZE BARKER - \$1,000

- Company promotion in print at event, social media, website, E-newsletter
- Social media company promotion
- Verbal recognition at event
- 2 tickets to event
- Opportunity to provide a branded event attendee giveaway

### "POURING FOR PAWS" BAR SPONSOR (2) - \$500

- Signage with company logo at bar locations
- Opportunity for company volunteers to help staff bar stations
- Company promotion in program and on social media
- Opportunity to provide a branded event attendee giveaway

### FUR-FRIENDS - \$250

- Signage with company logo at selected location: registration, auction table, chance auction table
- Display of company provided banner at selected location



## SOCIAL MEDIA STATS

### FACEBOOK

30,000+ Followers

### INSTAGRAM

6,300+ Followers

### WEBSITE TRAFFIC PER MONTH

127,000+ page views

# SPONSORSHIP COMMITMENT FORM



SCAN THE QR CODE TO GO TO [HARBORHUMANE.ORG/ALES-FOR-TAILS](https://harborhumane.org/ales-for-tails) TO COMPLETE  
YOUR SPONSORSHIP FORM TODAY, OR MAIL THIS FORM AND PAYMENT TO:

**HARBOR HUMANE SOCIETY, 14345 BAGLEY STREET, WEST OLIVE, MI 49460**

**COMPANY NAME** \_\_\_\_\_

**CONTACT NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY/STATE/ZIP CODE** \_\_\_\_\_

**PHONE** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

## PARTNERSHIP LEVEL

(CHECK ONE)

☐

**GOLD LEASH - \$5,000**

☐

**SILVER BOWL - \$2,500**

☐

**BRONZE BARKER - \$1,000**

☐

**POURING FOR PAWS - \$500**

☐

**FURFRIENDS,**

, \$ \_\_\_\_\_

**I AM UNABLE TO SPONSOR THIS YEAR, BUT WOULD LIKE TO MAKE A  
FULLY TAX-DEDUCTIBLE DONATION OF \$ \_\_\_\_\_**

## PAYMENT METHOD

☐

**CHECK ENCLOSED**

☐

**CREDIT CARD**

(CIRCLE ONE)

**VISA / MASTERCARD / DISCOVER / AMERICAN EXPRESS**

**CREDIT CARD NUMBER** \_\_\_\_\_

**EXPIRATION DATE** \_\_\_\_ / \_\_\_\_ **CVV CODE** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_

☐

**PLEASE INVOICE**