



Friends
for
Animals
of Metro Detroit



Mutt Strut 2020

Presented by Dearborn Family Pet Care

September 12, 2020

For Sponsorships contact Andrea Kuentz,

AKuentz@MetroDetroitAnimals.org

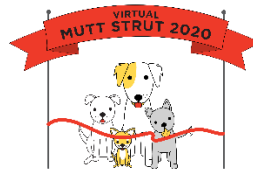
313.943.2697 ext. 1018

About FAMD: Friends for Animals of Metro Detroit (FAMD) was founded in 1993 by inspired volunteers who believed that homeless animals in our region deserve a second chance at life. Building on our strong sense of animal welfare, FAMD has grown in the past 25 years to an organization of great impact in the companion animal welfare community. We are a 501(c)(3) tax-exempt, nonprofit organization. Every year, our dedicated staff and volunteers love and care for thousands of animals who find refuge at our shelter. All animals adopted from FAMD are vaccinated, spayed or neutered, and microchipped for identification.

About the Event: The virtual event will include a live stream with announcement of the top fundraisers, words from our presenting sponsor, introduction of this year's Ambassador and Grand Marshal, fun activities and more. Even if you can't participate in the virtual activities on September 12, you can still participate! Mutt Strut is a month-long fundraising event that ends with our virtual event celebrations on September 12.

Sponsorships: FAMD's annual Mutt Strut has a proven track-record for creating successful sponsorships that provide our partners with an opportunity to align with a cause that resonates with customers and employees. Through on-line promotions, employee engagement, and on-line visibility, the FAMD staff will work with you to create innovative and exciting sponsorships that will help you achieve your company's marketing objectives. Event sponsorship offers opportunities to connect in a meaningful way with consumers. Research consistently shows that 90% of consumers want companies to tell them the ways they are supporting causes and the community, and 79% of consumers are more likely to switch from one brand to another if the other brand is associated with a good cause. Around 40% say they have bought a product because it was associated with a cause or issue in the last year. Walk participants and shelter visitors notice which companies take part in the Mutt Strut. They appreciate those companies and support them, knowing the company supports something that they believe in so strongly.





2020 MUTT STRUT SPONSORSHIP OPPORTUNITIES VIRTUAL EVENT - SEPTEMBER 12, 2020

\$15,000

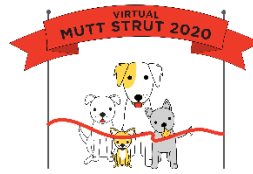
Exclusive Top Dog Presenting Sponsor
SOLD! Dearborn Family Pet Care

- Inclusion of company logo and hyperlink in FAMD e-newsletter to database containing 20,000 emails – bi-weekly beginning in August and continuing until event week in mid-September
- Company logo included on all Mutt Strut email blasts to participants
- Company logo on the front of the official 2020 Mutt Strut shirt
- Opportunity to submit a video with sponsor remarks, and to kick off the virtual walk via streaming video that will be posted on FAMD website and social media
- Company profile featured on the 2020 Mutt Strut website including photos, bio and hyperlink to company website
- Opportunity to name a shelter animal
- Inclusion in TV, radio and newspaper coverage, as secured

\$10,000

Exclusive Leader of the Pack Sponsor

- Company logo and hyperlink included in two FAMD bi-weekly e-newsletters to database containing 20,000 emails – one in August and one in September
- Company logo included on all Mutt Strut email blasts to participants
- Company logo on the back of the official 2020 Mutt shirt
- Company hyperlink featured on the 2020 Mutt Strut website
- Half page ad on the FAMD Mutt Strut sponsor webpage
- Opportunity to name a shelter animal



2020 MUTT STRUT SPONSORSHIP OPPORTUNITIES VIRTUAL EVENT - SEPTEMBER 12, 2020

\$5,000

Big Dog Sponsor

- Company logo and hyperlink included in one FAMD bi-weekly e-newsletters to database containing 20,000 emails
- Company logo included on all Mutt Strut email blasts to participants
- Company logo on the back of the official 2020 Mutt shirt
- Half page ad on the FAMD Mutt Strut sponsor webpage
- Company hyperlink featured on the 2020 Mutt Strut website

\$3,500

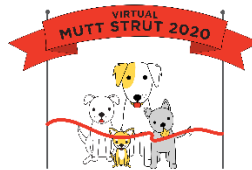
Official Mutt Strut T-shirt Sponsor

- Company logo featured prominently on the back of the official 2020 Mutt Strut shirt
- One quarter page ad on the FAMD Mutt Strut sponsor webpage
- Company logo included on all Mutt Strut email blasts to participants
- Company hyperlink featured on the 2020 Mutt Strut website

\$2,500

Lap Dog Sponsor

- Inclusion of company logo and hyperlink in FAMD e-newsletter to database containing 20,000 emails – bi-weekly beginning in August and continuing until event week in mid-September
- Company logo included on all Mutt Strut email blasts to participants



2020 MUTT STRUT SPONSORSHIP OPPORTUNITIES VIRTUAL EVENT - SEPTEMBER 12, 2020

\$1,000

Mutt Paw-tner Sponsor

- Acknowledgement including company hyperlink featured on the 2020 Mutt Strut website

\$500

Business Barker Sponsor

- Acknowledgement on the 2020 Mutt Strut website

MUTT STRUT SPONSOR REGISTRATION FORM

VIRTUAL EVENT - SEPTEMBER 12, 2020

Please Circle Your Desired Sponsorship Level

Top Dog Presenting Sponsor - \$15,000 - **SOLD** Big Dog Sponsor - \$5,000
Leader of the Pack - \$10,000 T-Shirt Sponsor - \$3,500
Lap Dog Sponsor - \$2,500 Mutt Paw-tner - \$1,000
Business Barker - \$500

Sponsorships can be purchased online at metrodetroitanimals.org or by completing and returning the form below.

Business or Individual Name (Exactly as it should appear for recognition)

Contact Name _____

Address _____ City _____

State _____ Zip _____

Phone Number _____ Email _____

Business URL _____

Benefits are guaranteed with return of this signed form and payment by September 1, 2020. Note: Some benefits are deadline driven, so please return form and payment promptly.

Payment Method

Check (Payable to FAMD)

Credit Card

Online

Name on Card _____

Card Number _____

CVC Code (3 or 4 Digits) _____ Expiration Date _____ Billing Zip _____

Total to be Charged _____

Please make checks payable to Friends for Animals of Metro Detroit (FAMD) and mail to FAMD, Attn: Andrea Kuentz, 2661 Greenfield Rd, Dearborn, MI 48120.

Questions? Please contact Andrea Kuentz, Manager of Corporate and Foundation Relations at 313.943.2697 ext. 1018 or AKuentz@MetroDetroitAnimals.org