



Friends
for
Animals
of Metro Detroit



Mutt Strut 2021

Presented by Dearborn Family Pet Care

September 25, 2021 | Ford Field Park, Dearborn



Mutt Strut is a community-wide animal celebration that includes a dog friendly pledge driven walk, food trucks, exhibitors, and fun activities. Each year more than 800 local pet lovers come to Ford Field Park to support the 2,500 animals FAMD cares for each year. The Mutt Strut promotes healthy relationships between people and their companion animals, and education about the sustainable health of pets and their people. This year we welcome Rock-N-Roll K-9s and special music guest, the Killer Flamingos!

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.

For Sponsorships contact Sarah Rood,

SRood@MetroDetroitAnimals.org

313.943.2697 ext. 1019



Friends
for
Animals
of Metro Detroit



\$15,000

Exclusive Top Dog Presenting Sponsor - ~~SOLD!~~ Dearborn Family Pet Care

- Company logo included on email blasts to walkers
- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Company logo on the official 2021 Mutt Strut t-shirt
- Name on event banner at registration area
- Opportunity to kick off and lead the walk
- Recognition of your sponsorship onstage by FAMD staff, and the chance for a company representative to provide remarks
- Company profile featured on the 2021 Mutt Strut website including photos and hyperlink to company website
- Opportunity to name an adoptable animal
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event

\$10,000

Exclusive Leader of the Pack Sponsor – Registration Area

- Company logo included on email blasts to walkers
- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Company logo on the official 2021 Mutt Strut t-shirt
- Name on event banner at registration area
- Acknowledgment including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event



\$7,500

Super Dog Sponsor

- Company logo branded for key area at event venue
- Company logo included on email blasts to walkers
- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Company logo on the official 2021 Mutt Strut t-shirt
- Acknowledgement including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event

\$5,000

Big Dog Sponsor - **SOLD! Fairlane Ford/Julie Walker**

- Company logo included on email blasts to walkers
- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Company logo on the official 2021 Mutt Strut t-shirt
- Acknowledgement including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event

\$3,500

Exclusive Mutt Strut 2021 Official T-Shirt Sponsor

- Company logo prominent on official 2021 Mutt Strut t-shirt
- Company logo included on email blasts to walkers
- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Acknowledgement including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event



**\$2,500
Lap Dog Sponsor**

- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Company logo on the official 2021 Mutt Strut t-shirt
- Acknowledgement including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event
- Special lawn sign displayed in exhibitor section

\$1,000 Mutt Paw-tner Sponsor

- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Opportunity to include a promotional item in 500 walker bags
- Acknowledgement including company hyperlink on the 2021 Mutt Strut website
- Company logo included on all printed materials including event flyer and brochure
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth during the event
- Special lawn sign displayed in exhibitor section

\$500 Business Barker Sponsor

- Inclusion in an ad in a special edition of the Dearborn Times-Herald newspaper
- Acknowledgement on the 2021 Mutt Strut website
- Opportunity to have an exhibitor booth during the event

\$150 Pet or Company Name on Sign

- Pet or company name on a lawn sign to be placed on the field during the event



Friends
for
Animals
of Metro Detroit



Please Circle Your Desired Sponsorship Level

- | | |
|--|--|
| Top Dog Presenting Sponsor - \$15,000 - SOLD! | Exclusive Leader of the Pack - \$10,000 |
| Super Dog Sponsor - \$7,500 | Big Dog Sponsor - \$5,000 - SOLD! |
| Exclusive T-Shirt Sponsor - \$3,500 | Lap Dog Sponsor - \$2,500 |
| Mutt Paw-tner - \$1,000 | Business Barker - \$500 |
| Lawn Sign - \$150 | |

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 August 15, 2021.
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: Sarah Rood, 16121 Reckinger Rd, Dearborn, MI 48126.

Questions? Please contact Sarah Rood, Director of Marketing and Development at 313.943.2697 ext. 1019 or SRood@MetroDetroitAnimals.org