



SPONSORSHIP OPPORTUNITIES

Paws With A Cause | 2025

INVEST IN OUR CLIENTS!

Paws With A Cause enhances the independence and quality of life for people with disabilities nationally through custom-trained Assistance Dogs. Additionally, we place Facility Dogs in schools and hospitals to serve multiple people who need social interaction, motivation toward physical recovery, comfort, and/or a feeling of safety. We exist to create opportunities for people to live with dignity, companionship, and confidence.

PAWS trains four types of Assistance Dogs: Service Dogs to help with a wide variety of disabilities, Seizure Response dogs, Hearing Dogs to alert our Deaf/Hard of Hearing clients to important noises around them, and SDA Dogs who help kids with autism.

PRESENTING SPONSOR - \$20,000

Exclusive Sponsorship at Hats & Hounds, Retriever Fever and Paws at the Park 5K

As the **Presenting Sponsor**, your company will receive premier recognition at two of West Michigan's most anticipated pet-friendly events, reaching thousands of passionate attendees. New this year, our Paws at the Park 5k Fun Run prior to Retriever Fever!

Elite Branding & Visibility:

- "Presented by [Your Company]" featured on all event materials, signage, and promotions.
- Premier logo placement on:
 - o Main event banners displayed at both events.
 - o Official race t-shirts, Retriever Fever event t-shirts, and staff shirts.
 - o Race bibs for all Paws at the Park 5K participants.
 - o Step & Repeat backdrop for photo opportunities.
 - o Event posters placed around Grand Rapids.
- Top-tier logo & link on the events website's landing page (120,000 estimated annual visitors).
- Company name featured in race packets and on a branded postcard distributed at other races.

Media & Public Relations Exposure:

- Press release mention as the Presenting Sponsor for both Hats & Hounds and Retriever Fever
- Opportunity for a media interview (TV, radio, podcast, or blog) about your partnership.
- Recognition in all post-event recap coverage and thank-you materials.

Premium On-Site Activation:

- Exclusive exhibitor space at Retriever Fever & Paws at the Park 5K in a prime location with tables, tents, or a branded booth.
- Custom branded giveaways included in all race packets & attendee swag bags.
- Opportunity to provide a branded water station or finish line arch.
- Prominent signage throughout Riverside Park, including:
 - o Eight (8) dedicated 2x4 baseball fence banners featuring your logo.
 - o Branded start/finish line banners for the 5K.
 - o Company logo on stage signage at Retriever Fever.
- Speaking opportunity during opening ceremonies at both events.
- Company promo video (if provided) played at event areas.

Social Media & Digital Recognition:

- Dedicated social media posts across three platforms:
 - o Facebook: 33,000 followers, 50,000 estimated monthly reach.
 - o Instagram: 6,000 followers, 10,000 estimated monthly reach.
 - o LinkedIn: 2,300 followers.
- Facebook Event Post mention, tagging your company as a Presenting Sponsor.
- Instagram Story shout-outs with swipe-up links (if applicable).
- Inclusion in pre- and post-event email newsletters sent to thousands of participants.

VIP & Hospitality Benefits:

- Twenty (20) complimentary tickets to Hats & Hounds event at Wildwood Family Farms
- Twenty (20) event t-shirts (mix of Paws at the Park 5K & Retriever Fever designs).
- Ten (10) complimentary race day entries
- Private meet-and-greet with PAWS service dogs at each event.
- Opportunity for a team-building volunteer day at PAWS.
- Exclusive one-hour PAWS dog visit at your business (West Michigan only).

Extended Community Impact:

- Recognition in PAWS' annual donor report as a major event partner.
- Naming rights to a key event area (e.g., "[Your Company] Bar" or "[Your Company] Finish Line").
- Custom CSR collaboration to highlight your company's commitment to service dogs & the pet-loving community.

By partnering with Hats & Hounds, Retriever Fever & Paws at the Park 5K, your brand will be at the heart of a high-energy, community-driven celebrations while making a lasting impact for PAWS and the service dog community.

Supporting Three Signature Events: Hats & Hounds, Retriever Fever & Paws at the Park 5K Fun Run

As a **Top Dog Sponsor**, your brand will receive premium exposure across all three events, connecting with a passionate audience of pet lovers and community members.

High-Impact Visibility & Branding

- BACK AGAIN! A featured advertisement with your logo in the September Community Connection Magazine, reaching 150,000 households in Grand Rapids and the Lake Shore.
- Prime logo placement on:
 - o Event banners and posters displayed throughout Grand Rapids.
 - o Sponsor recognition signage at all three events.
 - o Event website landing page (120,000 estimated annual visitors).
 - o Six (6) dedicated 2' x 4' baseball fence banners featuring your logo.
- Two (6-foot) tables at Retriever Fever to engage with 800+ attendees.

Community & On-Site Engagement

- Verbal recognition of your support during all three events.
- Company name featured in race packets and Hats & Hounds event materials.
- Opportunity to provide branded giveaways in event swag bags.
- Exclusive opportunity for your staff to volunteer at PAWS for a hands-on experience.
- One-hour PAWS service dog visit at your business (West Michigan only).

Social Media & Digital Promotion

- Dedicated social media posts across three platforms:
 - o Facebook: 33,000 followers, 50,000 estimated monthly reach.
 - o Instagram: 6,000 followers, 10,000 estimated monthly reach.
 - o LinkedIn: 2,300 followers.
- Company name mention in an official Facebook Event post to maximize visibility.

Exclusive Perks

- Ten (10) complimentary tickets to Hats & Hounds event at Wildwood Family Farms
- Ten (10) limited-edition 2025 Retriever Fever t-shirts for your team. (mix of Paws at the Park 5K & Retriever Fever designs).
- Six (6) Complimentary Race Day Entries
- VIP recognition at all three events, ensuring your brand is associated with this community-driven celebration.

Extended Community Impact:

- Recognition in PAWS' annual donor report as a event partner.
- Naming rights to a key event area (e.g., "[Your Company] Bar" or "[Your Company] Finish Line").

BIG TAIL WAGGER - \$2,500

As a **Big Tail Wagger Sponsor**, your business will be front and center at Retriever Fever, Hats & Hounds, and Paws at the Park 5K Fun Run, engaging with a passionate pet-loving community while making a lasting impact!

Event Recognition & Visibility

- One (6-foot) table at Retriever Fever to connect with 800+ attendees.
- Verbal recognition of your sponsorship during the event.
- Logo placement on:
 - o Event banners at all three events.
 - o Official event posters displayed around Grand Rapids.
 - o PAWS website event page with a clickable link.
 - o Two (4) dedicated 2' x 4' baseball fence banners featuring your logo.

Social Media & Digital Promotion

- Social media recognition with dedicated posts on:
 - o Facebook (33,000 followers, 50,000 estimated monthly reach)
 - o Instagram (6,000 followers, 10,000 estimated monthly reach)
 - o LinkedIn (2,300 followers)
- Sponsor recognition in the PAWS for News email, reaching 6,000+ supporters.

Exclusive Perks & Community Engagement

- Six (6) complimentary tickets to Hats & Hounds event at Wildwood Family Farms
- Six (6) limited-edition 2025 Retriever Fever t-shirts for your team. (mix of Paws at the Park 5K & Retriever Fever designs).
- Four (4) Complimentary Race Day Entries
- VIP recognition at all three events, ensuring your brand is associated with this community-driven celebration
- One-hour PAWS service dog visit at your company office (West Michigan only).
- Opportunity for your staff to volunteer at PAWS for a hands-on experience.

PAW-SOME PARTNER - \$1,000

As a **Paw-some Partner Sponsor**, you'll get the opportunity to promote your business and show your support for Hats & Hounds, Retriever Fever, and Paws at the Park 5K Fun Run, all while making a Pawsitive Impact!

Event Visibility & Recognition

- Tabling space at Retriever Fever to promote your business to 800+ attendees.
- Logo placement on the Sponsor Event Banner at all three events.
- Logo with clickable link on the PAWS website event page.
- Two (2) dedicated 2' x 4' baseball fence banner with your logo at the event.

Exclusive Perks & Community Engagement

- Four (4) complimentary tickets to Hats & Hounds event at Wildwood Family Farms
- Four (4) limited-edition 2025 Retriever Fever t-shirts for your team. (mix of Paws at the Park 5K & Retriever Fever designs).
- Two (2) Complimentary Race Day Entries
- VIP recognition at all three events, ensuring your brand is associated with this community-driven celebration
- One-hour PAWS service dog visit at your company office (West Michigan only).
- Opportunity for your staff to volunteer at PAWS for a hands-on experience.

Social Media & Digital Engagement

- Social media posts with your logo tagged on:
 - o Facebook (33,000 followers, 50,000 estimated monthly reach)
 - o Instagram (6,000 followers, 10,000 estimated monthly reach)

FETCH FRIEND - \$500

As a **Fetch Friend Sponsor**, you'll be part of the action at Retriever Fever, Hats & Hounds, and Paws at the Park 5K Fun Run, showing your support for the PAWS mission and engaging with our vibrant community of pet lovers!

Event Visibility & Recognition

- Tabling space at Retriever Fever to showcase your business to 800+ attendees.
- Logo on the Sponsor Event Banner displayed at all three events.
- Logo with clickable link on the PAWS website event page.

Social Media & Community Engagement

- Two (2) limited-edition 2024 Retriever Fever t-shirts for your team.
- Opportunity for your staff to volunteer at PAWS for a day, experiencing the impact firsthand.

EVENT PARTNER - \$150

As an **Event Partner**, you'll have the opportunity to showcase your business to over 800+ attendees at Retriever Fever, connecting with a vibrant community of pet lovers and supporters!

What's Included

- Tabling space at Retriever Fever to promote your business to 800+ people.
- Opportunity to engage directly with event attendees and raise awareness about your products or services.



SPONSOR INFORMATION

Sponsor Name: _____
Please indicate above how you would like your name to appear.

Contact Person: _____

Phone: (____) _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

PAYMENT INFORMATION

- Presenting Sponsor
- Top Dog Sponsor
- Big Tail Wagger
- Paw-some Partner
- Fetch Friend
- Event Partner
- Cannot Make it But Would Like to Make a Donation
(you will still be recognized as a sponsor in materials)

- Cash or check payable to Paws With A Cause
 - Payment enclosed
 - Please bill me.

- Credit Card:
To pay online by credit card, please visit:
www.pawswithacause.org/sponsor

If you are interested in a customized sponsorship, please contact us!

Mail the completed form to Paws With A Cause, 4646 South Division, Wayland, MI 49348, or Email Kristy Blackmore at kblackmore@pawswithacause.org

HATS & HOUNDS

Thursday, May 22, 2025
6 P.M.-9 P.M. at Wildwood
Family Farms

To be included in any print marketing materials and get the most marketing benefits, Sponsorships must be confirmed by **May 9, 2025**

RETRIEVER FEVER

Saturday, September 20, 2025
11 A.M.-2 P.M. at Riverside Park
along with the Inaugural Paws
at the Park 5k Walk/Run from
10 A.M.-11 A.M.

To be included in any print marketing materials and get the most marketing benefits, Sponsorships must be confirmed by **August 15, 2025**.