

2018 Event Guide



Information for Sponsors and Vendors:

- ➔ Dog Walk & K-9 Festival | May 5th, 2018
- ➔ Reverse Raffle | October 19th, 2018



Two great events for one great cause.

Dog Walk & K-9 Festival

Prairie View County Park | May 5th, 2018 | 9am to 2pm

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Reverse Raffle

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Take advantage of our best value marketing offers by sponsoring both events. Maximize your brand exposure, gain recognition for supporting the Kalamazoo Humane Society throughout the year and save money!

	Great	Better	Best
	\$900 Puppy & Bronze Level Sponsor	\$1,700 Big Dog & Silver Level Sponsor	\$2,600 Alpha & Silver Level Sponsor
Get on the back of the Dog Walk event shirt	✓	✓	✓
Listed in both event programs & websites	✓	✓	✓
Appear in April & October KHS Newsletters	✓	✓	✓
Name an exclusive Dog Walk feature	✗	✓	✓
Name an exclusive raffle package/prize	✗	✓	✓
Save on your sponsorship by committing to both!	Save \$100!	Save \$300!	Save \$900!



Dog Walk & K-9 Festival | Event Information

Prairie View County Park | May 5th, 2018 | 9am to 2pm

The Dog Walk & K-9 Festival is the largest event of its kind in southwest Michigan, drawing in crowds over 1000+ humans and 2000-4000 canines! This action-packed fundraiser provides sponsors with a unique opportunity to reach families, animal lovers and local consumers who care about our community and its animals.

The Dog Walk & K-9 Festival is entering its 34th year as the signature fundraising event for the Kalamazoo Humane Society. The Dog Walk offers activities and entertainment for dog lovers of all ages.

Date & Time

Saturday, May 5th, 2018 from 9AM to 2PM. Vendor set-up will be available Friday, May 4th from 5PM to 7PM and Saturday, May 5th from 7:00AM to 8:30AM. Coffee and donuts will be available at no cost to sponsors and vendors during set-up on Saturday during set-up time.

Venue

Prairie View County Park, 899 E U Avenue, Vicksburg, MI 49097

Audience

Over 1000 animal lovers of all ages join us to raise funds and awareness for animals in need. Our attendees are committed to animal welfare, and are all highly active consumers of pet products and home and pet services in greater Kalamazoo and southwest Michigan.

Media Exposure

The Dog Walk & K-9 Festival markets to a targeted and general audience of animal lovers in popular publications such as Great Deals Magazine, Women's Lifestyle Magazine and our own Humane News & Views. The Dog Walk is also promoted through radio, special television appearances and electronic billboards.

Sponsorship Opportunities

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Julie Barber at 269-743-0393 or jbarber@kazoohumane.

Booth Space Available

We're seeking businesses, services and organizations of any variety; however preference will be given to those vendors that cater to animal lovers, pet owners and families. For more information, please contact Julie Barber at 269-743-0393 or jbarber@kazoohumane.

About the Kalamazoo Humane Society

Since 1897, the Kalamazoo Humane Society has been offering services and programs to help those who cannot help themselves. Unlike shelters and rescues that house animals, the Kalamazoo Humane Society is on the front-lines of the battle against animal overpopulation by eliminating the reasons that put animals in shelters and rescues to begin with. The main objective of our mission: reduce the number of unwanted pets.

Our work has drastically decreased the stray animal population in Kalamazoo County. We continue to serve all of southwest Michigan with programs such as Operation Fix-It, the Emergency Pet Food Bank, safe housing for the animal victims of domestic violence, and other pet/owner support services on a case-by-case basis.



Dog Walk & K-9 Festival | Sponsorship Levels & Benefits

Prairie View County Park | May 5th, 2018 | 9am to 2pm

Our sponsorship opportunities are designed to help you reach your marketing goals. Each package can be customized to meet your individual marketing needs.

All sponsorship levels include:

- Company logo or name recognition in promotional and event material
- Company logo or name recognition on event website and welcome banner at event
- Personalized sponsorship acknowledgement kit (i.e. Poster, social media images, website badge, web banner)
- Booth space at event including tent, table and chairs
- One trail marker along the walk route
- Option to include promotional item in participant bags (your choice; you provide; 750 pieces recommended)
- Customized marketing benefits*

Best in Show (Presenting Sponsor) | Starting at \$10,000

Become our presenting sponsor and receive exclusive marketing benefits for your company. Use our standard package or speak with us to work with you to design your ideal package.

Leader of the Pack | Starting at \$5,000

- Company logo on back of official event t-shirt, front of official event bag and all event-related email blasts
- Publicized registration event at your location

Alpha Dog | Starting at \$2,500

- Company logo on back of official event t-shirt and all event-related email blasts
- Naming opportunity for a major event activity or area

Big Dog | Starting at \$1,000

- Company logo on back of official event t-shirt and all event-related email blasts
- Naming opportunity for an event activity or area

Puppy | Starting at \$500

- Company name listed on back of official event t-shirt and all event-related email blasts

Booth space available

Join us as a vendor and put your brand in front of hundreds of animal lovers. Vendors will be featured on the event website. You'll also have an opportunity to provide a promotional item for the participant packs.

Non-Profit Booth: \$25 For 10x10 space only (you provide tent, table and chairs)
 \$150 for 10x10 booth, tent coverage, 1 table and 2 chairs

Business Booth: \$150 for 10x10 booth, tent coverage, 1 table and 2 chairs

Customized marketing benefits can include, but are not limited to:

- Branded promotional item for inclusion in participant packages
- Your logo on all participant photographs
- Ad in Humane News & Views newsletter and e-news for 3, 6 or 12 months (8000 print/3000 e-news)
- Just Ask! Contact Julie Barber to discuss other options or your own idea.



Dog Walk & K-9 Festival | Sponsor Commitment Form

Yes! I'd like to be an important part of the 2018 Dog Walk & K-9 Festival!

<input type="checkbox"/> Best In Show <i>Super Exclusive Marketing Benefits!</i>	\$10,000
<input type="checkbox"/> Pack Leader <i>Stand Out as a Positive Community Leader</i>	\$5,000
<input type="checkbox"/> Alpha <i>Enhanced Visibility with Prominent Brand Placement</i>	\$2,500
<input type="checkbox"/> Big Dog <i>Smart Marketing that Gets You Recognized</i>	\$1,000
<input type="checkbox"/> Puppy <i>Support Important Programs and Services for Animals</i>	\$500
<input type="checkbox"/> Donation <i>I want to help KHS do more for animals!</i>	\$
<input type="checkbox"/> Booth Space	FREE for Sponsors!

Will you be using your FREE sponsor booth at this event?

- Yes!** We want to take advantage of our FREE booth space!
- NO**, we don't need a booth at this event.

Total Due (Net 30 days; No later than March 30, 2018): \$

Company Name _____
Contact Name _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
Email _____

Enclosed is my check to 'Kalamazoo Humane Society'
 Please Charge my credit/debit card
Card No. _____
Expiration Date _____
Security Code _____
Name on Card _____
Billing Address _____
City/State/Zip _____

Cardholder Signature

Thank you for your support!

We'll be in contact with you shortly to confirm your sponsorship. Feel free to contact me to talk about customizing your package to your individual needs.



Dog Walk & K-9 Festival | Vendor Information

Prairie View County Park | May 5th, 2018 | 9am to 2pm

We're so excited to have you joining us on our big day! Here are the answers to the most frequently asked questions. Please contact Julie Barber at jbarber@kazoohumane.org or 269-743-0393 if you have any other unanswered questions.

Date & Time

Saturday, May 5th 2018 from 9AM to 2PM. Vendor set-up will be available Friday, May 4th from 5PM to 7PM and Saturday, May 5th from 7:00AM to 8:30AM. Coffee and donuts will be available at no cost to sponsors and vendors during set-up on Saturday during set-up time.

Venue

Prairie View County Park, 899 E U Avenue, Vicksburg, MI 49097

Parking

No special passes are needed for parking. When you arrive, head straight and go directly to your booth. If you have questions, please stop at the Registration Tent for assistance.

*All vehicles must be moved from event areas prior to opening at 9:00AM. There will be no exceptions. Vehicles are permitted in event areas for loading/unloading only, during non-event times.

Electricity

No electricity is available; please plan your booth and display accordingly.

Weather

This is an outdoor event and will not be cancelled unless weather becomes severe as determined by the event coordinator. We have experienced, rain, snow, wind and even an earthquake! All tents or canopies must be secured. Signage and banners may need to come down if they become a safety hazard. Please come prepared for a typical Michigan spring day. Dressing in layers is recommended.

Requirements

You will be responsible to be open during the entire festival. You cannot vacate early. Your booth must be neat, attractive and well-maintained. You are responsible for providing your own signage, if desired. You are responsible for setting up, maintaining and removing your own booth, merchandise and trash. We will take care of any tents, tables and chairs we provided to you.

Food and Drink

Bring your own food and beverages or plan to purchase food from one of the food vendors. Alcohol is not permitted. You may provide dog treats, but you may not serve any food for human consumption without prior consent from the event coordinator.

Event Map and Booth Location

We cannot guarantee that you will be in the same booth as you were in previous years, even if you request it in advance. The event map provided is subject to change, and should be used as a general guide. We will email or mail you with your booth number and location and an updated event map prior to the event, along with any changes or instructions that you may need to be aware of.



Dog Walk & K-9 Festival | Vendor Application

Yes! I'd like to be an important part of the 2018 Dog Walk & K-9 Festival!

<input type="checkbox"/> Business Booth 10'x10' Space, Tent, Table, 2 Chairs	\$150
<input type="checkbox"/> Non-Profit Booth 10'x10' Space, Tent, Table, 2 Chairs	\$150
<input type="checkbox"/> Non-Profit Space 10'x10' Space Only; Nothing Provided	\$25
<input type="checkbox"/> Food Vendor Only 3 food vendors available!	\$100
<input type="checkbox"/> Donation I want to help KHS do more for animals!	\$
Total Due (Net 30 Days; No later than April 13, 2018): \$	

Will you be bringing live animals available for adoption or fostering? Yes No

Will you be selling items for profit or fundraising? Yes No

Briefly describe your business and/or items for sale:

Company Name _____
Contact Name _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
Email _____

Enclosed is my check to 'Kalamazoo Humane Society'
 Please Charge my credit/debit card
Card No. _____
Expiration Date _____
Security Code _____
Name on Card _____
Billing Address _____
City/State/Zip _____

Cardholder Signature _____

Thank you for your support!

We'll be in contact with you shortly to confirm your sponsorship. Feel free to contact me to talk about customizing your package to your individual needs.



Dog Walk & K-9 Festival | Important Dates

This is the schedule we'll be keeping to make sure we meet all of our important marketing and event deadlines. Sponsors and vendors may be added after the deadlines listed, but we cannot guarantee inclusion in select marketing opportunities if these deadlines are not met.

Description	Deadline
Right of first refusal for 2017 sponsors ends. Sponsor commitment form must be received; payments due Net 30, no later than March 30, 2018.	Friday, December 8, 2017
Solicitation for all unclaimed sponsorships begins	Monday, December 11, 2017
Presenting Sponsor commitment form due (For inclusion on cover of Great Deals Magazine and billboard ads)	Friday, January 26, 2018
Sponsor commitment forms due for all sponsors to be included on event t-shirts	Monday, February 26, 2018
Sponsor payments due	Friday, March 30, 2018
Vendor applications and payments due	Friday, April 13, 2018

While we will do our best to accommodate any sponsor coming into the event past these deadlines, we cannot guarantee sponsor benefits once a deadline has passed. Shirts, marketing materials, banners and other critical event components must be ordered in advance of the event, and once those orders are placed we are very limited in our ability to modify those orders.



Reverse Raffle | Event Overview

Fetzer Center | October 19th, 2018 | 5pm to 10pm

The Reverse Raffle is the most exciting fundraiser in town with cash raffles, door prizes, spontaneous contests and chances to win amazing raffle packages all night long! Instead of the first ticket drawn winning, the grand prize goes to the last ticket standing.

What is the Reverse Raffle?

The Reverse Raffle is the most exciting fundraiser in town with cash raffles, door prizes, spontaneous contests and chances to win amazing raffle packages all night long! Instead of the first ticket drawn winning, the grand prize goes to the last ticket standing.

This exclusive event has limited seating and expects a crowd of 300 of Kalamazoo's most generous charitable contributors and animal lovers. Only 200 raffle tickets are sold; a limited number of dinner tickets will also be sold.

Date & Time

Friday, October 19th 2018 from 5PM to 10PM

Happy Hour for our early guests begins at 5PM with music and appetizers in the foyer. At 6:00PM, a buffet-style dinner will be served and the raffle begins at 7:00PM.

Venue

The Fetzer Center at Western Michigan University
2350 Business Ct, Kalamazoo, MI 49008

Media Exposure

The Reverse Raffle is an exclusive event that markets to a targeted audience of philanthropic animal lovers in popular publications such as Encore Magazine, Women's Lifestyle Magazine and our own Humane News & Views. The Reverse Raffle has also been promoted through radio, television and direct mailings.

Sponsorship Opportunities

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Julie Barber at 269-743-0393 or jbarber@kazoohumane.org.

About the Kalamazoo Humane Society

Since 1897, the Kalamazoo Humane Society has been offering services and programs to help those who cannot help themselves. Unlike shelters and rescues that house animals, the Kalamazoo Humane Society is on the front-lines of the battle against animal overpopulation by eliminating the reasons that put animals in shelters and rescues to begin with. The main objective of our mission: reduce the number of unwanted pets.

Our work has drastically decreased the stray animal population in Kalamazoo County. We continue to serve all of southwest Michigan with programs such as Operation Fix-It, the Emergency Pet Food Bank, safe housing for the animal victims of domestic violence, and other pet/owner support services on a case-by-case basis.



Reverse Raffle | Sponsorship Levels & Benefits

Fetzer Center | October 19th, 2018 | 5pm to 10pm

Our sponsorship opportunities are designed to help you reach your unique marketing goals. Each package can be customized to meet your individual marketing needs.

All sponsorship levels include:

- Company logo or name recognition in promotional and event material
- Company logo or name recognition on event website and signage at event
- Personalized sponsorship acknowledgement kit (i.e. Poster, social media images, website badge, web banner)
- 2 Dinner Tickets to the event (Open Bar, Dinner, Dessert)
- Customized marketing benefits* - Just contact Julie for details! jbarber@kazoohumane.org or 269-743-0393

Platinum (Presenting Sponsor) | Starting at \$5,000 – Sold!

Gold | Starting at \$2,500

- 6 additional Dinner Tickets (Total of 8 Dinner Tickets; Reserved Table for your business)
- Opportunity to name an exclusive event feature such as the open bar, entertainment or dessert table

Silver | Starting at \$1,000

- 2 additional Dinner Tickets (Total of 4 Dinner Tickets)
- Naming opportunity for a raffle package

Table Sponsor | \$1,000

- 8 Raffle Tickets at a reserved table named for your business; designated with your logo
- Use the tickets any way you choose - employees, promotional give-away, highly valued clients, etc...

Bronze | Starting at \$500

- Inclusion in event program, KHS newsletter and all event-related email blasts
- Naming opportunity for a special surprise during the event, door prize or table prize!

Customized marketing benefits can include, but are not limited to:

- Branded promotional item for guests
- Your logo in an exclusive area such as on table candy, bathrooms, coat room, entry area, etc.
- Opportunity to draw and cut tickets at front of room with introduction
- Ad in Humane News & Views newsletter and e-news for 1, 2 or 3 editions (8000 print/3000 e-news each)
- Just Ask! Contact Julie Barber to discuss other options or your own ideas.



Reverse Raffle | Sponsor Commitment Form

Yes! *I'd like to be an important part of the 2018 Reverse Raffle Benefit to 'reverse' pet overpopulation and support affordable spay & neuter services!*

<input type="checkbox"/>	Platinum <i>Exclusive Brand Visibility and Recognition</i>	\$5,000		
<input type="checkbox"/>	Gold <i>Enhanced Visibility with Prominent Brand Placement</i>	\$2,500		
<input type="checkbox"/>	Silver <i>Smart Marketing that Gets You Recognized</i>	\$1,000		
<input type="checkbox"/>	Table Sponsor <i>Stand Out as a Positive Community Leader</i>	\$1,000		
<input type="checkbox"/>	Bronze <i>Support Important Programs and Services for Animals</i>	\$500		
<input type="checkbox"/>	Raffle Tickets <i>Cash Raffle Entry, Open Bar, Dinner, Dessert</i>	\$100 Ea.	Qty:	\$
<input type="checkbox"/>	Dinner Tickets <i>Open Bar, Dinner, Dessert</i>	\$50 Ea.	Qty:	\$
<input type="checkbox"/>	Donation <i>I want to help KHS do more for animals and pet owners!</i>			\$
Total Due (Net 30 Days; No later than October 1, 2018):		\$		

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Enclosed is my check to 'Kalamazoo Humane Society'

Please Charge my credit/debit card

Card No. _____

Expiration Date _____

Security Code _____

Name on Card _____

Billing Address _____

City/State/Zip _____

Cardholder Signature

Thank you for your support!
We'll be in contact with you shortly to confirm your sponsorship. Feel free to contact me to talk about customizing your package to your individual needs.



Reverse Raffle | Important Dates

This is the schedule we'll be keeping to make sure we meet all of our important marketing and event deadlines.

<i>Description</i>	<i>Deadline</i>
Right of first refusal for 2017 sponsors ends. Sponsor commitment form must be received; payments due Net 30, no later than October 1, 2018.	Friday, March 2, 2018
Solicitation for all unclaimed sponsorships begins	Monday, March 5, 2017
Sponsor commitment forms due for all sponsors	Monday, September 14, 2018
Sponsor payments due	Monday, October 1, 2018
All raffle prize donations must be received	Friday, October 5, 2018
Event banners, programs and presentation to be finalized	Friday, October 12, 2018

While we will do our best to accommodate any sponsor coming into the event past these deadlines, we cannot guarantee sponsor benefits once a deadline has passed. Marketing materials, programs, banners and other critical event components must be ordered in advance of the event, and once those orders are placed we are very limited in our ability to modify those orders.

