



Friends
for
Animals
of Metro Detroit

PAWCHELLA



MaryAnn Wright Animal Adoption & Education Center
16121 Reckinger Rd.
Dearborn, MI 48126

Saturday, June 7, 9 a.m. - 3 p.m.
Sunday, June 8, 9 a.m. - 3 p.m.

Sponsorship Packet

2025

Nova Zorok
Events & Communications Manager
nzorok@metrodetroitanimals.org
313.943.2697 ext. 1019



PAWCHELLA is a fun, festive, community-wide two-day experience, which celebrates the human-animal bond, all while raising funds to support the over 2,500 animals Friends for Animals cares for each year. This jam-packed festival will include live music; a pack walk with your pup; fun activities for your whole family, (including your furry family members); exhibitors; food trucks; contests; raffles and an adopt-a-thon, bringing together shelters and rescues from across Metro Detroit.

Come join the over 800+ animal lovers who have supported this community event, (formerly Mutt Strut), each year. There is something fun for the entire family: contests to test your pup's agility, activities for kids, live music, shopping at over 40+ exhibitors, raffles galore, and so much more!

Friends for Animals of Metro Detroit was founded in 1993 by inspired volunteers who believed that homeless animals in our region deserve a second chance at life. Building on our keen sense of animal welfare, Friends for Animals has grown in the past 30 years to an organization of significant 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 Friends for Animals are vaccinated, spayed, or neutered, and microchipped for identification.



HEADLINER

Presenting Sponsor - **SOLD**

\$15,000

- Company logo included on email blasts to supporters
- Featured email to supporters about your community involvement
- Opportunity to include promotional items for all attendees
- Company logo on the front and back of the official PAWCHELLA t-shirt
- (15) Exclusive PAWCHELLA T-shirts
- Name on event signage at registration area
- Opportunity to kick off the festivities each day
- Recognition of your sponsorship onstage by Friends for Animals staff, and the chance for a company representative to provide remarks
- Company profile featured on the PAWCHELLA website, including photos and hyperlink to company website
- Company logo included as presenting sponsor on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the event
- Opportunity to co-lead the 1-Mile Pack Walk on Saturday of the festival

Exclusive Artists Unleashed

Music Sponsor

\$10,000

- Company logo included on email blasts to supporters
- Featured email to supporters about your community involvement
- Opportunity to include a promotional item for all attendees
- Company logo on the back of the official PAWCHELLA t-shirt
- (10) Exclusive PAWCHELLA T-shirts
- Name on event signage at registration area
- Acknowledgment, including company hyperlink on the PAWCHELLA website
- Special Acknowledgement and kicking off musical acts both days of the event
- Company logo included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth both days of the event
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival



Exclusive “Take Me Home Tonight”

Adopt-A-Thon Sponsor

\$10,000

- Company logo included on email blasts to supporters
- Featured email to supporters about your community involvement
- Company logo on the back of the official PAWCHELLA t-shirt
- (10) Exclusive PAWCHELLA T-shirts
- Opportunity to include a promotional item for all attendees
- Name on event signage at the registration area
- Acknowledgment, including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Special acknowledgment on signage in the Adopt-a-thon area
- Opportunity to have an exhibitor booth on both days of the event
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival

Exclusive “Leader of the Pack”

1-Mile Pack Walk Sponsor

\$5,000

- Lead the 1-Mile Pack Walk on Saturday of the festival
- Company logo branded registration areas
- Company logo included on email blasts to supporters
- Opportunity to include a promotional item for all attendees
- Company logo on the back of the official PAWCHELLA t-shirt
- (5) Exclusive PAWCHELLA T-shirts
- Acknowledgement including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio, and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival



**Exclusive “We Are the Champions”
Activities & Contests Sponsor
\$5,000**

- Company logo branded in the activities and contests area
- Company logo included on email blasts to supporters
- Opportunity to include a promotional item for all attendees
- Company logo on the back of the official PAWCHELLA t-shirt
- (5) Exclusive PAWCHELLA T-shirts
- Acknowledgement including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio, and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival

**Exclusive “Walk This Way”
Vendor Row Sponsor
\$5,000**

- Company logo branded in the vendor row area
- Company logo included on email blasts to supporters
- Opportunity to include a promotional item to attendees
- Company logo on the back of the official PAWCHELLA t-shirt
- (5) Exclusive PAWCHELLA T-shirts
- Acknowledgement, including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival



Exclusive “Born to be Wild”

T-Shirt Sponsor - SOLD

\$3,500

- Company logo prominent on official PAWCHELLA t-shirt
- (10) Exclusive PAWCHELLA T-shirts
- Company logo included on email blasts to supporters
- Opportunity to include a promotional item to attendees
- Acknowledgement, including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival

Exclusive *Booze Hound*

Bar Sponsor

\$2,500

- Company logo prominent on official PAWCHELLA t-shirt
- (2) Exclusive PAWCHELLA T-shirts
- Company logo included on email blasts to supporters
- Opportunity to include a promotional item to attendees
- Acknowledgement, including company hyperlink on the PAWCHELLA website
- Company logo included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival



“Gimme Shelter” Sponsor

\$2,000

- Opportunity to include a promotional item to attendees
- Company logo on the back of the official PAWCHELLA t-shirt
- (2) Exclusive PAWCHELLA T-shirts
- Acknowledgement including company hyperlink on the PAWCHELLA website
- Company name included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Opportunity to have an exhibitor booth on both days of the festival
- Special lawn sign both days of the event
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival
- Sponsor a kennel or cat condo for (1) Year

“Bark at the Moon” Business Sponsor

\$1,000

- Company logo on the back of the official PAWCHELLA t-shirt
- (2) Exclusive PAWCHELLA T-shirts
- Opportunity to include a promotional item to attendees
- Acknowledgement including company hyperlink on the PAWCHELLA website
- Company name included on all printed materials
- Inclusion in TV, radio and newspaper coverage, as secured
- Special lawn sign displayed both days of the event
- Opportunity to have an exhibitor booth on both days of the festival
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival



“Thank You for Being a Friend” Sponsor

\$500

- (2) Exclusive PAWCHELLA T-shirts
- Acknowledgement on the PAWCHELLA website
- Opportunity to be a part of the 1-Mile Pack Walk on Saturday of the festival
- Sponsor (1) animal for a month

Muttley Crew Sign Sponsor

\$150

- Promote your company or business or honor your pet or a special person with an honor or memorial lawn sign to be displayed both days of the festival.



Please Circle Your Desired Sponsorship Level

Headliner Presenting Sponsor - \$15,000 - **SOLD**

Artists Unleashed - \$10,000 “Take Me Home Tonight” - \$10,000

“We Are the Champions” Sponsor - \$5,000 “Walk This Way” Sponsor - \$5,000

“Leader of the Pack” - \$5,000

“Born to be Wild” T-shirt Sponsor - \$3,500 - **SOLD**

Exclusive Booze Hound Bar Sponsor - \$3,500

“Gimme Shelter” Sponsor - \$2,000

“Bark at the Moon” Business Sponsor - \$1,000

“Thank You for Being a Friend” Sponsor - \$500

Muttley Crew Sign Sponsor - \$150

Sponsorships can be purchased by completing and returning the form below or by calling Nova Zorok at 313.943.2697 ext. 1019.

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

Contact Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone # _____ **Email** _____

Business URL _____

Benefits are guaranteed with return of this signed form and payment by 5.15. 2025.

Note: Some benefits are deadline driven, so please return form and payment promptly.



Payment Method

Check (Payable to Friends for Animals) 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 and mail to:

Friends for Animals, Attn: Nova Zorok, 16121 Reckinger Rd, Dearborn, MI 48126

Questions? Please contact Nova Zorok, Events & Communications Manager at
313.943.2697 ext. 1019 or nzorok@MetroDetroitAnimals.org