



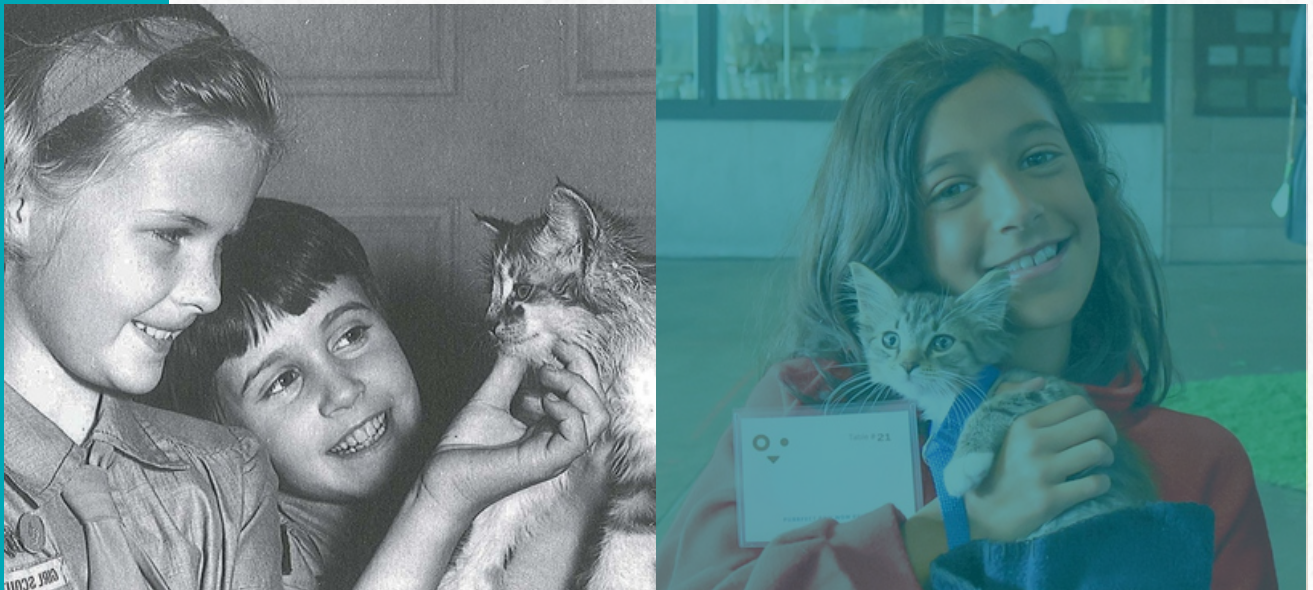
37TH ANNUAL

Purrfect Bow Wow Brunch

Sponsorship Opportunities

Sunday, October 11, 2026

11:00 a.m. to 1:30 p.m. at Eastern Market, Shed 5 & 3



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This October, more than 650 supporters will gather for the Purrfect Bow Wow Brunch — raising over \$1M to find homes for 8,000 animals, support 30,000 families with veterinary care and pet food, and open career pathway doors for 1,500 students.

As Michigan Humane celebrates 150 years of compassion, we're welcoming partners who want to be part of one of Detroit's most joyful and meaningful annual events.

We would love to have you part of this moment with us.

Michigan Humane is happy to tailor partnership experiences based on your goals, mission alignment, and timing. Reach out to explore what's possible.

Why Partner With Us

- 🐾 Detroit's civic community, all in one room — 650 business leaders, philanthropists, and Michigan Humane's most dedicated supporters
- 🐾 A platform beyond the event — 300,000 social media followers and 150,000 email subscribers
- 🐾 150 years of trust — your name alongside Michigan's oldest and largest animal welfare organization
- 🐾 A cause that reaches both ends of the leash — Michigan Humane serves animals and the people who love them, making it one of the most universally resonant causes for individual and corporate giving

Partnership Levels

✦ At a Glance

Every partner receives: recognition on the Michigan Humane event webpage, inclusion on the sponsor screen and onsite signage, post-event thank-you recognition, and a listing in Michigan Humane's 2026 Community Report.



Benefit	Presenting \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Ambassador \$5,000	Friend \$2,500
Event Name in Partnership Title		—	—	—	—	—	—
Welcome and Remarks From Stage		—	—	—	—	—	—
Collaborative Social Media Feature			—	—	—	—	—
Recognition in Event Experience Area				—	—	—	—
Verbal Recognition From Stage				—	—	—	—
Instagram & LinkedIn Recognition					—	—	—
Program Book Ad	2-Page Centerfold	Full Page	Full Page	Half Page	Quarter Page	—	—
Ralph S. Caplan Leadership Circle Mural						—	—
Donor Appreciaton Luncheon							—
Michigan Humane Event Website Recognition							
Guest Tickets/Table	20 guests (2 tables)	10	10	10	10	10	4 tickets

Guest names are kindly requested by Friday, September 11, 2026 to meet catering deadlines. Unfilled tables will be thoughtfully seated with other guests.

What to Expect

At this year's Purrfect Bow Wow Brunch, we're celebrating the legacy of Michigan Humane while looking ahead to the future we're building together for pets and the people who love them.

Join us at Eastern Market for an unforgettable afternoon featuring adoptable animals, inspiring stories, interactive impact areas, a silent and live auction, a delicious brunch by Forte Belanger, and so much more. Whether you're bidding on a one-of-a-kind experience, meeting your next best friend, or learning more about the life-changing work your support makes possible, every moment helps create a brighter future for animals in our community.



Partnership Details

PRESENTING | \$100,000

Best for: Transformational partners seeking maximum visibility, a co-branded event presence, and VIP hospitality that extends well beyond the event itself.

- Name included in event title “in partnership with” across all promotion and communications
 - Collaborative social media feature — we'll work with you to create content that fits your brand and ours
 - Customized activation in the event space
 - Opportunity to welcome guests and address the room from the stage
 - Centerfold two-page ad in printed and digital program book
 - Two tables of 10 for 20 guests
 - Invitation for two to Michigan Humane’s Annual Donor Appreciation Luncheon in July
 - Recognition as a leading partner on Michigan Humane website homepage
 - Ralph S. Caplan Leadership Circle mural recognition in adoption center lobbies
-

PLATINUM | \$50,000

Best for: Organizations looking for top-tier recognition and a meaningful seat at the table — without the full co-branded commitment.

- Name/logo featured prominently in sponsor recognition across event promotion and communications
 - Collaborative social media feature — we'll work with you to create content that fits your brand and ours
 - Exclusive recognition within event experience area and inclusion in sponsor signage
 - Verbal recognition during program
 - Full-page ad in printed and digital program book
 - One table for 10 guests
 - Invitation for two to Michigan Humane’s Annual Donor Appreciation Luncheon in July
 - Recognition as a leading partner on Michigan Humane website homepage
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-

GOLD | \$25,000

Best for: Leaders and brands wanting a prominent, visible partnership with event access and program recognition at a leadership level.

- Name/logo featured prominently in sponsor recognition across event promotion and communications
 - Social recognition on Michigan Humane stories and LinkedIn highlighting impact and support
 - Exclusive recognition within event experience area and inclusion in sponsor signage
 - Verbal recognition during program
 - Full-page ad in printed and digital program book
 - One table for 10 guests
 - Invitation for two to Michigan Humane’s Annual Donor Appreciation Luncheon in July
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SILVER | \$15,000

Best for: Businesses and foundations ready to make a strong community statement with event presence and lasting recognition.

- Name/logo featured in sponsor recognition across event promotion and communications, and event signage
- Social recognition on Michigan Humane stories and LinkedIn highlighting impact and support
- Half-page ad in printed and digital program book
- One table for 10 guests
- Invitation for two to Michigan Humane's Annual Donor Appreciation Luncheon in July
- Ralph S. Caplan Leadership Circle mural recognition in adoption center lobbies

BRONZE | \$10,000

Best for: Partners newer to the Michigan Humane community, or those looking for a meaningful entry point with solid visibility.

- Name/logo featured in sponsor recognition across event promotion and communications, and event signage
- Quarter-page ad in printed and digital program book
- One table for 10 guests
- Invitation for two to Michigan Humane's Annual Donor Appreciation Luncheon in July
- Ralph S. Caplan Leadership Circle mural recognition in adoption center lobbies

AMBASSADOR | \$5,000

Best for: Loyal community partners who want a full table experience and genuine event presence.

- Name/logo featured in sponsor recognition across event promotion and communications, and event signage
- One table for 10 guests
- Invitation for two to Michigan Humane's Annual Donor Appreciation Luncheon in July

FRIEND | \$2,500

Best for: Individuals, small businesses, or teams who want to show up for the mission and bring a few people along.

- Name/logo featured in sponsor recognition across event promotion and communications, and event signage
- 4 guest tickets

 **Ready to Partner?**



michiganhumane.org
866-MHUMANE