



“Dogs aren’t our whole lives, but they make our lives whole.” ~Anonymous

Dear Friend of the BISSELL Pet Foundation:

We’re happier than a dog with a bone to invite you to another fun and exciting BISSELL Pet Foundation event!

We are currently sniffing out sponsors for the **2015 BISSELL Howl-O-Ween Hoof and Woof** brought to you by Meijer. This free family event will take place Saturday, October 24th from 12 to 3 p.m. at Gainey Field in Grand Rapids. Together we will raise awareness of pet adoption and the happiness shelter pets bring to families – all while having a howlin’ good time!

Funds raised through this event will benefit West Michigan Therapy Dogs, Mary Free Bed Rehabilitation Center’s Pediatric Program and the BISSELL Pet Foundation. Studies show interacting with therapy dogs has a positive effect on children and their families. Many of the dogs from WMTD were adopted from shelters. The role shelter dogs can play in our lives is endless. The unconditional love, joy and laughter they provide supports the health and well-being of families. **Let’s spread the word about adoption and the healing power of shelter dogs.**

Hoof and Woof attendees will enjoy live entertainment, a costume contest for kids and dogs, a trick-or-treat trail, rides for all ages including a mechanical bulldog and a human hamster ball, carnival games, a dog agility course, raffles, mouth-watering food, and much more. Plus, our pack of pet-loving sponsors will receive loads of great, local exposure.

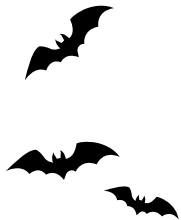
We are delighted that Meijer has joined us again as the title sponsor, and we have many more exciting opportunities brewing. Included is a list of sponsorship packages for your consideration. For more details, please visit our website at www.hoofandwoof.org.

If you have any questions or would like to customize your sponsorship package, please contact our event coordinator, Mara Rasikas, at mara.rasikas@bissell.com. We promise it will be a howlin’ good time!

Sincerely,

Cathy Bissell

Shannon Reincke



Executive Co-Chairs

Cathy Bissell
Shannon Reincke





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HOWLOWEEN
hoof and woof brought to you by...



“Children and dogs are as necessary to the welfare of this country as Wall Street and railroads.” ~Harry S. Truman

2015 SPONSORSHIP OPPORTUNITIES

\$500: Pumpkin Puppy

- Listing on event website
- Listing on event signage
- Listing in event guide

\$1,000: Give a Dog a Bone Treat Station

Perks included in “Pumpkin Puppy” plus:

- Sponsor of one treat station along the Trick-or-Treat Trail
- Table and sponsor-branded signage provided
- Individually wrapped treats for kids or dogs supplied by sponsor

\$2,000: Go Fetch Game Sponsor

Perks included in “Pumpkin Puppy” plus:

- Sponsor of one carnival game
- Games include: Sucker Board, Pin the Tag on the Dog, Shockwave, Roller Bowler, Duck Pond, Potty Toss
- Sponsor-branded signage provided
- Optional sponsor-branded giveaway

\$3,000: Big Dog Activity Sponsor

Perks included in “Pumpkin Puppy” plus:

- Listing upgraded to logo
- Sponsor of event activity
- Activities include: Mechanical Bulldog, Bounce House, Human Hamster Ball, Face-Painting, Fortune Teller, Dog Agility Course
- Sponsor-branded signage provided

\$5,000: Ticket BOOths

Perks included in “Pumpkin Puppy” plus:

- Listing upgraded to logo
- Sponsor of event ticket booths (2)
- Sponsor-branded signage provided
- Optional sponsor-branded giveaway at booths
- Multiple mentions by emcee at event
- Social media shout outs

\$7,500: Witches & Werewolves Costume Contest

Perks included in “Pumpkin Puppy” plus:

- Listing upgraded to logo
- Sponsor of kids and dogs costume contests
- Sponsor-branded signage provided
- **Sponsor representative on judging panel – send someone from your office to help judge these cuties!**
- Multiple mentions by emcee at event
- Social media shout outs
- Listing in press release
- Logo in email blasts

\$10,000: Spooktacular Trick-or-Treat Trail **SOLD**

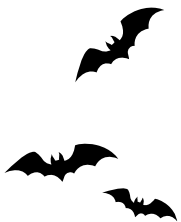
\$12,000: Smooch Your Pooch Photo Booth

Perks included in “Pumpkin Puppy” plus:

- Listing upgraded to logo
- Sponsor-branded signage provided at photo booth
- **Logo on take home and online photo booth pictures – your logo will be on all photo booth pictures posted online and on a keepsake that all guests will take home!**
- Multiple mentions by emcee at event
- Social media shout outs
- Listing in press release
- Logo on event flyer
- Logo in email blasts
- Logo on Hoof and Woof billboard

\$20,000: Mummy of all Sponsors **SOLD**

For questions about sponsorship opportunities, please contact Mara Rasikas at 616.791.1567 or email mara.rasikas@bissell.com.





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2015 SPONSORSHIP FORM

Level (check one):

- | | | |
|---|--|--|
| <input type="checkbox"/> \$500: Pumpkin Puppy | <input type="checkbox"/> \$2,000: Go Fetch Game Sponsor | <input type="checkbox"/> \$7,500: Witches & Werewolves Costume Contest |
| <input type="checkbox"/> \$1,000: Give a Dog a Bone Treat Station | <input type="checkbox"/> \$3,000: Big Dog Activity Sponsor | <input type="checkbox"/> \$12,000: Smooch Your Pooch Photo Booth |
| | <input type="checkbox"/> \$5,000: Ticket BOOths | |

Sponsorship Listing:

Company name (as you would like to be listed): _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

Payment:

- My check is enclosed (made payable to BISSELL Pet Foundation)
- Visa MasterCard Discover American Express

Card number: _____ Expiration: ____/____ CW code: _____

Signature: _____

Please return this form to:

BISSELL PET FOUNDATION
 2345 Walker Ave. NW, Grand Rapids, MI 49544
 FAX to 616.453.2081
 EMAIL: mara.rasikas@bissell.com

To ensure inclusion on printed promotional materials, **please return your sponsorship form by September 21, 2015!**

The BISSELL Pet Foundation is a 501c3 organization (Tax ID 38-3853264). All gifts are tax-deductible to the extent allowed by law.

