



**Donor Opportunity Map: 2007**

**Donor Giving Opportunities ⇒⇒⇒**

Name	Amount	Benefits
<p><b>Multi-year Giving Society: Caring Heart Club</b> (3-year pledge; full amount annually)</p> <p>- Pledging on a multi-year basis creates a unique and personal partnership between you and the Friends - Your ongoing gift will help guarantee consistent support and sustained growth as the numbers of animals seeking safe haven at the Dearborn Animal Shelter increases each year</p>		<ul style="list-style-type: none"> <li>• The knowledge that you are a partner in animal welfare</li> <li>• A distinctive Caring Hearts Society lapel pin</li> <li>• Monthly e-mail and print updates detailing Friends activities, accomplishments, and upcoming events</li> <li>• Personal invitation to the annual Donor and Volunteer Recognition event: an Evening with Friends.</li> <li>• Exposure to more than 13,000 Friends For the Dearborn Animal Shelter supporters through name recognition in our annual newsletter, <i>Pawprints</i></li> <li>• Recognition in Friends collateral as a member of the Caring Hearts Society</li> <li>• A premier listing on the Friends' Web site with an optional link to your professional Web site</li> </ul>
<p><b>Platinum Heart</b></p>	<p>\$10,000</p>	<ul style="list-style-type: none"> <li>• Optional complimentary tickets to 1 of 2 Friends premier events: either 10 reserved tickets for the Black Tie &amp; Tails dinner dance or golf tickets for 2 foursomes at the Critter Invitational Golf Outing</li> <li>• Recognition at the event as a member of the Caring Hearts Society</li> </ul>
<p><b>Gold Heart</b></p>	<p>\$5,000</p>	<ul style="list-style-type: none"> <li>• Optional complimentary tickets to 1 of 2 Friends premier events: either 4 reserved tickets for the Black Tie &amp; Tails dinner dance or golf tickets for 1 foursome at the Critter Invitational Golf Outing</li> <li>• Recognition at the event as a member of the Caring Hearts Society</li> </ul>
<p><b>Silver Heart</b></p>	<p>\$2,500</p>	<ul style="list-style-type: none"> <li>• Optional complimentary tickets to 1 of 2 Friends premier events: either 2 reserved tickets for the Black Tie &amp; Tails dinner dance or golf tickets for 2 at the Critter Invitational Golf Outing</li> <li>• Recognition at the event as a member of the Caring Hearts Society</li> </ul>
<p><b>Bronze Heart</b></p>	<p>\$1,000</p>	
<p><b>Copper Heart</b></p>	<p>\$500</p>	
<p><b>In-kind (Item Donations)</b> - Items of all types are needed to help care for the animals housed at the Dearborn Animal Shelter - See the enclosed Wish List or discuss in-kind giving opportunities with the Friends Development Director</p>	<p>N/A</p>	<ul style="list-style-type: none"> <li>• Exposure to more than 13,000 Friends For the Dearborn Animal Shelter supporters through name recognition in our annual newsletter, <i>Pawprints</i></li> <li>• A listing on the Friends' Web site with an optional link to your professional Web site</li> <li>• Acknowledgment at corresponding fund-raising event where applicable</li> </ul>

**Donor Sponsorship Opportunities** ⇒⇒⇒

\*Note:

- Items in **blue** are general sponsorship opportunities and are not limited to a specific Friends-sponsored event
- Items in **yellow** correspond to a specific Friends-sponsored event

Name	Amount	Benefits
<b>Auction Items</b> - Items of all types are welcome for auction at our premier fund-raisers		<ul style="list-style-type: none"> <li>• Donating an item for auction at a Friends fund-raiser guarantees that your business will benefit from future customer recognition</li> <li>• Acknowledgment in <i>PawPrints</i> newsletter (13,000+ circulation)</li> <li>• Acknowledgment on Friends Web site during event promotions</li> </ul>
Black Tie & Tails	N/A	
Crittter Invitational Golf Outing	N/A	
<b>Donation Canister Stations</b> - Participation involves displaying a Friends donation canister at your place of business	N/A	<ul style="list-style-type: none"> <li>• Certificate of appreciation for display at your business, indicating number of years of participation</li> <li>• Highlighted recognition on Friends Web site with optional link to your business</li> <li>• Static/magnetic "I'm a Friend For the Dearborn Animal Shelter Business" for display in front window</li> </ul>
<b>Lions Calendar</b>		<ul style="list-style-type: none"> <li>• Recognition in <i>PawPrints</i> newsletter (13,000+ circulation)</li> <li>• Recognition in Lions Calendar</li> <li>• Recognition on Friends Web site during calendar promotion</li> </ul>
<b>Presenting Sponsor (Exclusive)</b>	\$10,000	<ul style="list-style-type: none"> <li>• Company name and logo on the front cover of the Lions calendar as well as additional mention throughout the calendar</li> <li>• 2 company representatives will be invited to attend a calendar photo shoot that will take place in mid- to late-September at the Lions' Allen Park Practice Facility and Ford Field</li> <li>• 4 tickets and pre-game field passes to a mutually agreed upon Lions' home game</li> <li>• An autograph-signing session at your business, featuring some of the Lions' players who appear in the Friends calendar; session to take place post-release of the calendar in order to promote calendar sales</li> <li>• Mention and billing as presenting sponsor in all publicity regarding the calendar</li> </ul>
<b>Month Sponsor</b>	\$500	<ul style="list-style-type: none"> <li>• Company name and logo featured on donor-specified month</li> <li>• Custom certificate for display at your business</li> <li>• 3 complimentary Lions calendars</li> </ul>
<b>Friend</b>	\$100	<ul style="list-style-type: none"> <li>• Listing on Friends calendar acknowledgment page, plus 1 complimentary Lions calendar</li> </ul>
<b>Newsletter</b>		
<b>Presenting Sponsor (by invitation only)</b>	\$5,000	<ul style="list-style-type: none"> <li>• Full-page (400-word maximum), company-provided article in <i>PawPrints</i> newsletter, including sponsor logo and photo (13,000+ circulation)</li> <li>• Full-page, company-provided ad</li> <li>• Sponsor name added to the mailer panel and to the folio on all inside pages</li> <li>• 50 complimentary copies; extra copies may be ordered at additional cost</li> <li>• Recognition on Friends Web site</li> <li>• Special recognition at May donor event: Evening with Friends</li> </ul>
<b>Black Tie &amp; Tails (Dearborn Inn, October 19, 2007)</b>	<b>Ticket price:</b> - \$150 - \$225*	<ul style="list-style-type: none"> <li>• Recognition in annual <i>PawPrints</i> newsletter (13,000+ circulation)</li> <li>• Recognition on Friends Web site during event promotion</li> <li>• *The Special Friend ticket at \$225 comes with special recognition</li> </ul>
<b>Presenting Sponsor</b>	\$10,000	<ul style="list-style-type: none"> <li>• Two full-page, company-provided ads (5x7, b/w) in the event program; one on back cover, one in center</li> <li>• Three reserved tables for 10 at the event</li> <li>• Prominent branding of organization in event collateral, in press releases and on the Friends Web site</li> <li>• Signage and verbal recognition at the event, along with the opportunity to speak and distribute company materials</li> </ul>

Name	Amount	Benefits
		<ul style="list-style-type: none"> <li>• Branding on place cards</li> <li>• Company-provided gift to each attendee with discrete branding</li> </ul>
<b>Gala Sponsor</b>	\$5,000	<ul style="list-style-type: none"> <li>• Full-page acknowledgment or company-provided advertisement in the event program (5x7, b/w)</li> <li>• Two reserved tables for 10 at the event</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> <li>• Opportunity to distribute company materials at the event</li> </ul>
<b>Champagne Reception Sponsor (Exclusive)</b>	\$5,000	<ul style="list-style-type: none"> <li>• Sponsor of pre-event, invitation-only reception</li> <li>• Full-page ad in the event program (5x7, b/w)</li> <li>• One reserved table for 10 at the event</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Silent Auction Sponsor (Exclusive)</b>	\$4,000	<ul style="list-style-type: none"> <li>• Branding on all Silent Auction materials</li> <li>• Full-page company-provided advertisement in the event program (5x7, b/w)</li> <li>• One reserved table for 10 at the event</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> <li>• Opportunity to distribute company materials at the event</li> </ul>
<b>Music Sponsor (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Half-page ad in the event program (4x5, b/w)</li> <li>• 8 tickets to the event</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Diamond Sponsor</b>	\$2,500	<ul style="list-style-type: none"> <li>• 10 tickets to the event</li> <li>• Premier listing in the invitation and event program</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Ruby Sponsor</b>	\$1,500	<ul style="list-style-type: none"> <li>• 6 tickets to the event</li> <li>• Premier listing in the invitation and event program</li> <li>• Recognition in press releases, on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Happy Tails Board Sponsor (limited to 10)</b>	\$750	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Your name or company logo on Happy Tails board</li> <li>• Listing in the invitation and event program</li> <li>• Recognition on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Pearl Sponsor</b>	\$600	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Listing in the invitation and event program</li> <li>• Recognition on the Friends Web site, in the newsletter and on event signage</li> </ul>
<b>Critter Invitational Golf Outing (Dearborn Country Club, June 11, 2007)</b>	<b>Ticket price: \$225/ \$75 for dinner</b>	<ul style="list-style-type: none"> <li>• Recognition in annual <i>PawPrints</i> newsletter (13,000+ circulation)</li> <li>• Recognition on Friends Web site during event promotion</li> </ul>
<b>Presenting Sponsor (Exclusive)</b>	Up to \$20,000 *honorary event chair	<ul style="list-style-type: none"> <li>• One full-page, company-provided ad (5x7, b/w) in the event program</li> <li>• Prominent branding of organization in event collateral, in press releases and on the Friends Web site</li> <li>• Signage and verbal recognition at the event</li> <li>• Opportunity to speak at the event</li> <li>• Opportunity to distribute company-branded items to attendees (e.g., hats or golf balls)</li> <li>• Pin flag with your company name/logo at hole #1</li> </ul>

Name	Amount	Benefits
		<ul style="list-style-type: none"> <li>• Lions broadcast booth package</li> <li>• Golf tickets for 2 foursomes</li> </ul>
<b>Dinner Sponsor (Exclusive)</b>	\$5,000	<ul style="list-style-type: none"> <li>• Organization logo/name branding on Friends-provided items associated with dinner</li> <li>• Half-page, company-provided ad (2.5x7, b/w) in the event program</li> <li>• Signage and verbal recognition at the event, along with the opportunity to distribute company materials</li> <li>• Recognition in invitation, press releases, and event program</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Silent Auction Sponsor (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Branding on all Silent Auction materials</li> <li>• Quarter-page, company-provided advertisement in the event program (b/w)</li> <li>• Recognition in invitation, press releases, event program and on event signage</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Golf Cart Sponsor (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided signage on all golf carts</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page, company-provided ad in the event program (b/w)</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Beverage Cart Sponsor (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided signage on beverage carts</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page, company-provided ad in the event program (b/w)</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Putting Contest Sponsor (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Premier signage at putting green</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page, company-provided ad in event program (b/w)</li> <li>• Opportunity to distribute company materials at putting green</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Driving Range (Exclusive)</b>	\$3,000	<ul style="list-style-type: none"> <li>• Premier signage at driving range</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page, company-provided ad in event program (b/w)</li> <li>• Opportunity to distribute company materials at driving range</li> <li>• Golf tickets for 1 foursome</li> </ul>
<b>Doggie Diner (Exclusive)</b>	\$2,500	<ul style="list-style-type: none"> <li>• Premier signage at halfway Doggie Diner snack area</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page, company-provided ad in event program (b/w)</li> <li>• Golf tickets for 2 golfers</li> </ul>
<b>Registration (Exclusive)</b>	\$2,500	<ul style="list-style-type: none"> <li>• Premier signage at registration</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page company-provided ad in event program</li> <li>• Golf tickets for 2 golfers</li> </ul>
<b>19<sup>th</sup> Hole (Exclusive)</b>	\$2,000	<ul style="list-style-type: none"> <li>• Premier signage at 19<sup>th</sup> hole</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page company-provided ad in event program</li> <li>• Golf tickets for 2 golfers</li> </ul>
<b>Donation Station (Exclusive)</b>	\$2,000	<ul style="list-style-type: none"> <li>• Premier signage at Donation Station (the display area that physically shows the value of golf donations that benefits the shelter animals)</li> <li>• Recognition in invitation, press releases and event program</li> <li>• Quarter-page company-provided ad in event program</li> <li>• Opportunity to distribute materials near display</li> <li>• Golf tickets for 2 golfers</li> </ul>
<b>Pin Flag Sponsor (18 available)</b>	\$250	<ul style="list-style-type: none"> <li>• Company name recognition on Friends-provided pin flag at a hole (the flag is yours to keep following the event)</li> <li>• Name recognition in event program book</li> </ul>
<b>Hole Sponsor (unlimited)</b>	\$200	<ul style="list-style-type: none"> <li>• Company name recognition on Friends-provided signage along golf cart path</li> <li>• Name recognition in event program book</li> </ul>

Name	Amount	Benefits
<b>Mutt Strut (Dearborn Performing Arts Complex, May 19, 2007)</b>		<ul style="list-style-type: none"> <li>• Recognition in annual <i>PawPrints</i> newsletter (13,000+ circulation)</li> <li>• Recognition on Friends Web site during event promotion</li> </ul>
<b>Presenting Sponsor (Exclusive within industry)</b>	Up to \$10,000	<ul style="list-style-type: none"> <li>• Media coverage pre- and during event                             <ul style="list-style-type: none"> <li>◦ Radio partner: Smooth Jazz</li> <li>◦ Print partner: Strut Magazine for Women</li> </ul> </li> <li>• Opportunity to distribute company materials &amp; pet-related giveaways in all attendee bags</li> <li>• Opportunity to give demonstrations or speak at demonstration area</li> <li>• Full-page, company-provided ad in event program</li> <li>• Friends-provided banner featured at registration</li> <li>• Premier recognition on registration form, press releases and event collateral (registration form to be mailed to over 10,000 households in southeastern Michigan)</li> <li>• Opportunity to “cut ribbon” to officially launch the Mutt Strut</li> </ul>
<b>Reunion Tent &amp; Adoption Area</b>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided tent signage</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Company logo/name displayed on all photo frames from the reunion area</li> <li>• Partner with the on-site, shelter-sponsored animal adoption area</li> <li>• Quarter-page, company-provided ad in event program</li> </ul>
<b>Microchip Clinic</b>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided area signage</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Company logo/name displayed on all pins given to microchippers</li> <li>• Quarter-page, company-provided ad in event program</li> </ul>
<b>Pooch Playpen NEW</b>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided tent signage</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Partner with shelter dog socialization area + shelter dog behaviorist</li> <li>• Quarter-page, company-provided ad in event program</li> <li>• Opportunity to provide company materials and pet-related giveaways</li> </ul>
<b>Pet Picnic NEW</b>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided area signage</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Partner with on-site library-sponsored Read to Rover program</li> <li>• Quarter-page, company-provided ad in event program</li> <li>• Opportunity to provide company materials</li> </ul>
<b>Poop Patrol NEW</b>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided signage along walk</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Quarter-page, company-provided ad in event program</li> <li>• Opportunity to provide support for the poop patrol along the 1-mile course</li> <li>• Company-provided bags for cleanup areas positioned along the walk, and distributed to all participants</li> </ul>
<b>First Aid Station</b>	\$1,500	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided tent signage</li> <li>• Recognition on registration form, press releases and event collateral</li> <li>• Quarter-page, company-provided ad in event program</li> <li>• Provide first-aid support at the station</li> <li>• Opportunity to provide demonstrations during the day at the station and at the demo area</li> </ul>
<b>Relaxation Station Sponsor</b>	\$1,000	<ul style="list-style-type: none"> <li>• Exclusive logo/name branding on Friends-provided comfort station signage (2: number of stations positioned along 1-mile course)</li> <li>• Recognition on registration form, press releases and event collateral</li> </ul>
<b>Walk Sign Sponsors (Unlimited)</b>	\$200	<ul style="list-style-type: none"> <li>• Company name recognition on Friends-provided signage at points along the course</li> </ul>