



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.

Donor Sponsorship Packet

2025

Maria Nardecchia
Manager of Development & Community Relations
mnardecchia@metrodetroitanimals.org
313.943.2697 ext. 1005



PAWCELLA



WHAT IS PAWHCELLA?

PAWHCELLA 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!



WHO WE ARE:

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.



Dear Friend,

At the heart of everything we do are animals. For over three decades, we've dedicated ourselves to helping animals and people in need—not just in Metro Detroit, but across state lines and right here in our home community of Dearborn.

Our impact reaches beyond borders, providing critical support to homeless animals who need it most.

In fact, we help around 2,500 animals each year. While the majority are dogs and cats, we also assist livestock, small animals, birds, and wildlife. We address a wide range of needs, from orthopedic surgeries and heartworm treatments to skin conditions, severe malnutrition, and spaying and neutering to help control the stray population. Last year alone, we spayed and neutered 1,500 dogs and cats.

PAWCHELLA was created to unite people and animals, showcasing the life-changing impact Friends for Animals of Metro Detroit has on our communities. This event celebrates the profound connection between humans and animals, proving that when we stand together, we can create lasting change in the lives of many.

We understand that some of our friends aren't businesses but still wish to support our events as sponsors. With that in mind, we've put together a sponsorship packet designed specifically for you and your generosity.

We are deeply grateful for your ongoing support and commitment to our cause, and we look forward to celebrating the powerful human-animal bond with you.

Join our Pack this June, and let's make a meaningful difference together.



Cory Keller

President and CEO

313-943-2697 x1004

ckeller@metrodetroitanimals.org



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Healing Hearts Sponsor

\$15,000

*Your sponsorship will cover (15) Heartworm Treatments for dogs
Each Treatment can cost the center up to \$1,000 each*

In return for your kindness and generosity:

- Entry for up to (15) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (15) Pawchella t-shirts to wear proudly
- Includes (15) drink tickets
- (2) Annual Kennel Sponsorship with plaque displayed on a dog's kennel

Optional Event Opportunities:

- Recognition of your support onstage by Friends for Animals staff
- Testimonial about your support for homeless animals in need via email or social media leading up to the event.



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Fix the Future Sponsor

\$10,000

*Your sponsorship will cover spay and neuter (90) cats and dogs
Each surgery can start anywhere from \$95 per cat or \$127 per dog on average*

In return for your kindness and generosity:

- Entry for up to (10) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (10) Pawchella t-shirts to wear proudly
- Includes (10) drink tickets
- (2) Annual Kennel/Condo Sponsorship with plaque displayed on a dog's kennel or cat condo

Optional Event Opportunities:

- Recognition of your support onstage by Friends for Animals staff
- Testimonial about your support for homeless animals in need via email or social media leading up to the event.



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Helping Paws Sponsor

\$5,000

Your sponsorship will cover the cost of everything (5) cats or dogs will need. From vaccines, tests, treatments, and sterilizations to basic food and shelter, our center invests on average \$1,000 into each and every animal.

In return for your kindness and generosity:

- Entry for up to (5) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (5) Pawchella t-shirts to wear proudly
- Includes (5) drink tickets
- (1) Annual Kennel/Condo Sponsorship with plaque displayed on a dog's kennel or cat condo

Optional Event Opportunities:

- Recognition of your support onstage by Friends for Animals staff
- Testimonial about your support for homeless animals in need via email or social media leading up to the event.



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Tiny Paws Sponsor

\$2,500

Your sponsorship will help cover the costs of caring for over 700 kittens that come through our doors each year. From newborns just one day old to kittens who are too young to be sterilized, your support will enable our foster families to provide the care they need while waiting for their forever homes.

In return for your kindness and generosity:

- Entry for up to (3) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (3) Pawchella t-shirts to wear proudly
- Includes (3) drink tickets
- (1) Annual Kitten Condo Sponsorship (plaque displayed on condo)

Optional Event Opportunities:

- Recognition of your support onstage by Friends for Animals staff
- Testimonial about your support for homeless animals in need via email or social media leading up to the event.



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Peace. Love. Nourishment Sponsor

\$1,000

Your sponsorship will help feed (200) animals for four days. Our average length of stay is anywhere between 19 and 24 days. Your support will provide the proper nourishment they need to heal.

In return for your kindness and generosity:

- Entry for up to (2) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (2) Pawchella t-shirts to wear proudly
- Includes (2) drink tickets
- Animal Sponsorship for one year

Optional Event Opportunities:

- Recognition of your support onstage by Friends for Animals staff



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“Thank You for Being a Friend” Sponsor

\$500

Your sponsorship will help cover emergency vet visits for animals that need immediate life-saving due to life-threatening injuries.

In return for your kindness and generosity:

- Entry for up to (2) friends and family:
 - Both days of the festival
 - Pack Walk (Saturday)
 - Yoga in the Dog Park (Sunday)
- Includes up to (2) Pawchella t-shirts to wear proudly
- Includes (2) drink tickets
- Animal Sponsorship for one month

Muttley Crew Sign Sponsor

\$150

- Show your support for Friends for Animals and our mission by sponsoring a sign in honor of a pet or loved one. The sign will be on display both Saturday and Sunday and can be taken with you after the festival.



Please Circle Your Desired Sponsorship Level

Healing Hearts Sponsor - \$15,000

Fix the Future Sponsor - \$10,000

Helping Paws Sponsor - \$5,000

Tiny Paws Sponsor - \$2,500

Peace. Love. Nourishment 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 Maria Nardecchia at 313.943.2697 ext. 1005.

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 5.31. 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: Maria Nardecchia, 16121 Reckinger Rd, Dearborn, MI 48126

Questions? Please contact Maria Nardecchia, Manager of Development & Community
Relations, mnardecchia@metroetroitanimals.org
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