



Friends
for
Animals
of Metro Detroit

PAWCHELLA
ANIMALS | ARTS | COMMUNITY



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

Saturday, June 13, 12 p.m. - 8 p.m.

2026 Sponsorship Opportunities

Nova Zorok

Events & Communications Manager

nzorok@metrodetroitanimals.org

313.943.2697 ext. 1019



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PAWCHELLA
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PAWCHELLA is a fun, festive, community-wide 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; fun activities for your whole family, (including your furry family members); exhibitors; food trucks; contests;

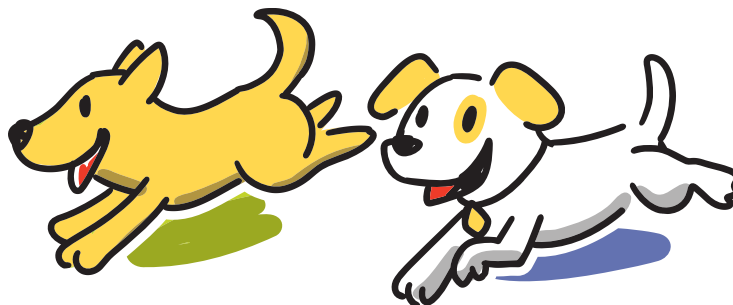
cornhole tournament; raffles and an adopt-a-thon, bringing together people and their pets from across Metro Detroit communities.

Come join thousands of animal lovers who have supported this community event, (formerly Mutt Strut), each year. There is something fun for the entire family. From contests with your pup, activities for kids, live music all day long, shopping at over 70+ exhibitors, dock diving, raffles galore, and so much more!

This year's event will feature several exciting new additions designed to enhance the experience for attendees of all ages. The newly introduced **Wag Zone** will serve as a dedicated space for all things dog-related, featuring dog-focused exhibitors, interactive games, activities, and more.

Families can also enjoy the **Kids Zone**, offering a wide variety of engaging activities and crafts centered around children and their connection with animals. A highlight of this area will be the new **Best in Show Kids Contest**, where young participants will have the opportunity to showcase their pups on the main stage.

Additional enhancements include a lively **Beer Garden**, an exclusive **Alumni Tent** celebrating the thousands of animals adopted from our center, and a special **Blessing of the Animals Ceremony** to officially kick off the festival. These additions aim to create a vibrant, inclusive, and memorable experience for the entire community.





HEADLINER

Presenting Sponsor - **SOLD**

\$20,000

Brand Visibility & Recognition

- Company logo featured as Presenting Sponsor on all printed materials
- Prominent logo placement across all event marketing materials
- Company logo included on the front and back of the official PAWCHELLA t-shirt
- Company logo included on email blasts to supporters
- Company profile featured on the PAWCHELLA website, including photos and a hyperlink
- Inclusion in TV, radio, and newspaper coverage (as secured)
- Name displayed on event signage at festival entrances

Marketing & Promotion

- Featured email and social media posts highlighting your community involvement
- Opportunity to include promotional items for all attendees

On-Site Presence & Engagement

- Opportunity to host an exhibitor booth
- Opportunity to kick off the festivities alongside the President & CEO
- Onstage recognition by Friends for Animals staff
- Opportunity for a company representative to provide remarks

VIP & Exclusive Benefits

- (20) Exclusive PAWCHELLA t-shirts
- Complimentary entry



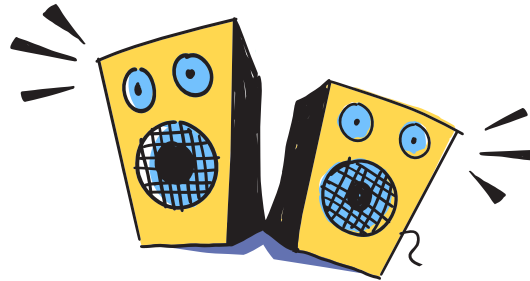


“Artists for Animals”

Music Sponsor

\$10,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, and email blasts
- Name displayed on event signage in the stage area
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Featured email to supporters highlighting your community involvement
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- Special onstage acknowledgment, including the opportunity to help kick off musical acts
- Complimentary event entry
- (10) exclusive PAWCHELLA t-shirts



Wag Zone Sponsor - ~~SOLD~~

\$10,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, and email blasts
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Featured email to supporters highlighting your community involvement
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Name displayed on event signage in the designated Wag Zone area
- Opportunity to host an exhibitor booth and activate within the Wag Zone
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (10) exclusive PAWCHELLA t-shirts



“Take Me Home Tonight” Adopt-A-Thon Sponsor

\$5,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in the Adoption Center
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Featured e-blast and social media posts promoting your involvement in the Adopt-A-Thon prior to the event
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row near the Adoption Center for enhanced visibility
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (5) exclusive PAWCHELLA t-shirts

“Walk This Way” Exhibitor Row Sponsor

\$5,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in Exhibitor Row
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (5) exclusive PAWCHELLA t-shirts





Kids Zone Sponsor

\$5,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in Exhibitor Row
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in the Kids Zone Area
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (5) exclusive PAWCHELLA t-shirts

Community Paw Sponsor

\$1,000

- Company name featured on all printed materials and logo on the official PAWCHELLA t-shirt
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Special lawn sign displayed along Exhibitor Row
- Opportunity to host an exhibitor booth
- Opportunity to distribute promotional items to attendees
- (2) exclusive PAWCHELLA t-shirts

“Thank You for Being a Friend” Sponsor

\$500

- Prominent lawn sign placement along Exhibitor Row among 70+ exhibitors
- Company name listed on the PAWCHELLA website
- Complimentary event entry
- (1) exclusive PAWCHELLA t-shirts

Muttley Crew Sign Sponsor

\$250

- Prominent lawn sign placement along Exhibitor Row among 70+ exhibitors



SPECIAL SPONSORSHIP OPPORTUNITIES

“Paws & Pints” Beer Garden Sponsor

\$5,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in the Beer Garden
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity for logo placement on limited-edition PAWCHELLA beer cups
- Opportunity to distribute promotional items within the Beer Garden
- Complimentary event entry
- (5) exclusive PAWCHELLA t-shirts



“Rescue Reunion” Alumni Sponsor

\$5,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in the Alumni Tent area
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host an exhibitor booth within the Alumni Tent
- Opportunity to distribute promotional items to alumni attendees
- Complimentary event entry
- (5) exclusive PAWCHELLA t-shirts



Exclusive T-Shirt Sponsor - SOLD

\$3,500

- Prominent company logo placement on the official PAWCHELLA t-shirt and across all printed materials and email blasts
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (8) exclusive PAWCHELLA t-shirts



IN LOVING HONOR/MEMORY OF
NAME/MESSAGE



“Rainbow Way” Honor & Memorial Walkway - SOLD
\$3,000

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in a featured walkway
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (3) exclusive PAWCHELLA t-shirts

“We Are the Champions” Activities & Contests Sponsor
\$2,500

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage in the activities and contests area
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in the Wag Zone within the games and activities area
- Opportunity to distribute promotional items to attendees
- Complimentary event entry
- (2) exclusive PAWCHELLA t-shirts



PAWCHELLA Community Raffle Sponsor - **SOLD**

\$2,500

- Company logo featured on raffle tickets, official PAWCHELLA t-shirt, and email blasts
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- Opportunity to announce raffle winners on stage during the event
- (2) exclusive PAWCHELLA t-shirts

Dock Diving Sponsor

\$2,500

- Company logo featured on all printed materials, official PAWCHELLA t-shirt, email blasts, and branded signage at the Dock Diving area
- Acknowledgment on the PAWCHELLA website, including company hyperlink
- Inclusion in social media and potential TV, radio, and newspaper coverage
- Opportunity to host a premier exhibitor booth in Exhibitor Row
- Opportunity to distribute promotional items to attendees
- (2) exclusive PAWCHELLA t-shirts





Please Circle Your Desired Sponsorship Level

Headliner Presenting Sponsor - \$20,000 - **SOLD**

Artists for Animals - \$10,000 Wag Zone Sponsor- \$10,000- **SOLD**

"Take Me Home Tonight" Sponsor - \$5,000 "Walk This Way" Sponsor - \$5,000

Kids Zone - \$5,000 Beer Garden - \$5,000 "Rescue Reunion" - \$5,000

T-shirt Sponsor - \$3,500 - **SOLD** "Rainbow Way" Walkway - \$3,000 - **SOLD**

Activities & Contests - \$2,500 Community Raffle Sponsor - \$2,500 - **SOLD**

Dock Diving Sponsor - \$2,500

Community Paw Sponsor - \$1,000

"Thank You for Being a Friend" Sponsor - \$500

Muttley Crew Sign Sponsor - \$250

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



Who We Are

In 1993, Friends for Animals was started by a small group of Dearborn residents who were concerned at what was happening to the stray animals in the city of Dearborn. They loved animals and wanted to make a change in how the City cared for homeless animals.

Friends for Animals of Metro Detroit (FAMD) has grown to become an impactful animal welfare organization dedicated to saving the lives of homeless pets, strengthening the human–animal bond, and serving our community through adoption, education, and outreach programs. Each year, we care for roughly 2,500 animals while providing meaningful programs that connect people—especially children and families—to compassion, responsibility, and hope.

In 2025, we completed phase three of a nearly decade long expansion of our adoption and education center. With every program, person, and animal now under one 19,500 square foot roof, even more life saving and new beginnings can begin.





Our Impact & Reach

In 2025, Friends for Animals of Metro Detroit made a meaningful difference in the lives of thousands of animals and families. We welcomed 2,586 animals into our care, with 1,896 finding loving forever homes and 175 reunited with their families. Additionally, 133 animals were supported through trap-neuter-return efforts or transferred to partner organizations to continue their journey to adoption.

Our lifesaving work is powered by an incredible community. 297 dedicated volunteers contributed nearly 20,000 hours of service, while 593 animals were cared for through our foster program. Through our Feed Fido program, we distributed more than 15,000 pounds of kibble and 6,500+ cans of pet food to 114 families in need, helping keep pets in their homes. We also administered over 3,300 vaccines through our no-cost community clinics and spayed or neutered 1,552 animals prior to adoption.

Our reach continues to grow both in-person and online. We engage an audience of more than 34,000 followers across social media, connect with 26,000+ email subscribers, and welcomed over 11,000 visitors to our shelter last year.

Together, these efforts reflect the strength of our mission and the lasting impact we make in the community every day.

Join us in making Pawchella 2026 our most unforgettable festival yet, uniting our community around a shared mission to support animals in need.

PAWCHELLA 2025 HIGHLIGHTS



SATURDAY PROGRAM

Pack Walk
9 – 10AM

Opening Announcements
10AM

**Adopt-a-Thon, Vendors, Food,
Face-painting, Tarot Readings**
10AM – 3PM

Dock Diving Exhibition, Activities
10AM – 2PM

Live Music
11AM – 2:30PM

Cornhole Tournament
Starts 11:15AM

**Closing Remarks, Daily 50/50
Drawing**
2 – 3PM

SUNDAY PROGRAM

Yoga
9 – 10AM

Opening Announcements
10AM

**Adopt-a-Thon, Vendors, Food,
Magician, Tarot Readings**
10AM – 3PM

Activities
10AM – 2PM

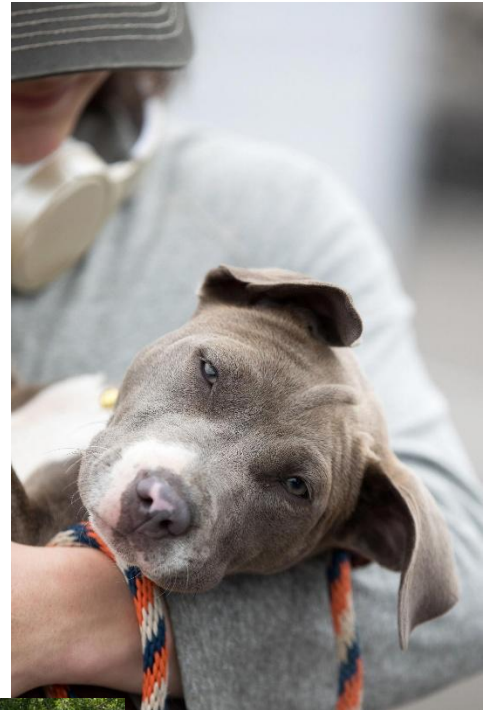
Live Music
10:30AM – 2:30PM

**Closing Remarks, Raffle
Drawings**
2 – 3PM



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Friends for Animals of Metro Detroit



Friends for Animals of Metro Detroit
May 22, 2025 · 🌐

"Thank you for not forgetting about us."

– Honey Badger, one of our long-term residents 🐾

Pawchella isn't just a festival—it's a lifeline for dogs like Honey Badger.

To our Pawchella sponsors: your support helps us provide care, comfort, and second chances to animals who've waited far too long.

💛 Special thanks to:

Village Ford (Presenting Sponsor)

Premier Pet Supply, Happy Howie's, The Envelope Printery, Hollywood Feed, Cliffs, Mi Bank, Towne Mortgage, Tito's Handmade Vodka, VCA Animal Hospitals, and Orangetheory Fitness Dearborn.

Because of you, Honey Badger and his friends get to keep moving forward—with wagging tails and fresh starts.

📍 pawchella.org

#FriendsForAnimals #FriendsForAnimalsOfMetroDetroit #Pawchella2025 #FAMD
#ThankYouSponsors #SupportShelters #AnimalAdvocate #LongTermResident



Village Ford
In Dearborn. We have to be better.
3333 Michigan Ave., DEARBORN, MI 48124
Tel: (313) 563-2900
www.villageford.com

