



2026 FUR BALL

Benefiting Friends of MADACC

SPONSORSHIP OPPORTUNITIES

3.21.26

WHEN YOU DONATE

Friends of MADACC (FoM) is a 100% volunteer-based organization. That means your donations do not fund board member salaries - every dollar received by FoM is used to directly benefit the beloved pets in our community.

COMMUNITY EDUCATION AND OUTREACH

Our outreach goals are two-fold:

- 1) Ensure that everyone knows that MADACC is the place to bring found animals and to check for lost pets.
- 2) Help people better understand about appropriate animal care standards - from housing and feeding to when to seek professional care.

KEEPING PETS WITH THE FAMILIES WHO LOVE THEM

Cost of ownership is the main reason people surrender pets.

Outreach efforts allow us to connect with families who may be struggling - struggling to afford food or supplies, struggling with behavioral issues or struggling with medical needs that fall outside of their budget.

PROVIDING FUNDING AND SUPPLIES TO MADACC

Did you know that MADACC's budget doesn't even include food for the animals in their care?

Friends of MADACC provides basic necessities (including food, leashes, collars, beds and toys), funds new positions, replaces outdated veterinary tools and machines.

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Your Sponsorship Dollars in Action

In 2025, Friends of MADACC allocated nearly \$1 million towards improving the lives of animals in our community. **We can't do that without you!**

2025 Highlights

Over 1,000 animals vaccinated and microchipped at free clinics.

Nearly \$30,000 in funding for emergency medical expenses for owned animals.

Sponsored nearly \$10,000 in reclaim fees so that loving families could reunite with their pets.

Paid for the spay/neutering of over 400 owned animals.

Hosted pet pantries with free food, litter, treats and other supplies.

Monthly pallets of cat and dog food for animals at MADACC.

Purchased over 1,000 enrichment feeders + stuffing supplies.



2026/27 Projects

In addition to a continued focus on keeping owned pets in homes by providing much needed services and support in our community, we're working towards some of the **largest and most impactful projects in FoM's history.**



\$400,000 Yard Renovation

FoM is funding a complete overall of MADACC's existing play yard so that more dogs can spend time safely out of their kennels.

The new design includes visual blinds for dogs that do better without other pups present and an adoption area that doubles as a cozy spot for nervous or shy pups to spend quiet time with volunteers and staff!

\$150,000 Cat Room

FoM is working to get the adoptable cats out of the busy lobby and into a quiet room where adopters can interact with future feline friends in a relaxed, stress-free space. The room includes a HUGE window for bird watching and state-of-the art condos to provide cats the best stay possible while they're waiting to meet their families.



**We need people who believe in supporting the homeless,
discarded and forgotten animals in our community -
WE NEED PEOPLE LIKE YOU.**

Scan the QR code to learn more
about both projects!



SPONSORSHIP TIERS

	Hero Sponsor \$15,000	Hope Sponsor \$5,000	Cuddle Sponsor \$2,500	Treat Sponsor \$1,000
Name/Logo Featured on Social Media Adverts	'Presented by' branding on all posts	2 Posts	2 Posts	1 Post
Inclusion in Print Materials at Fur Ball	Primary Logo 50 word descrip. Full Page Ad	Primary Logo 25 word descrip. Half Page Ad	Secondary Logo 10 word descrip.	Secondary Logo
Sales Flyer included in 5,000+ adoption folders for 1 year	x			
Name/Logo Featured on FoM Website for 12 months	x	x		
Recognition by emcee	3x	2x	1x	1x
Gala Tickets	16 (two reserved tables)	8 (one reserved table)	4	2
Drink Tickets	32	16	4	2
Champagne Service	4 bottles (2/table)	1 bottle		
Name/Logo at Event	Primary placement on stage	Secondary placement on stage		
Table naming rights (Honor a beloved pet!)	x	x		
Limited edition merch bundle at event (designed by local artist)	x			
Signature cocktail naming rights	x			
Opportunity to address guests from stage	x			

Bar, Dinner and Late Night Snack Sponsorships available as well!

Email
info@friendsofmadacc.org
 for more information!



SPONSORSHIP FORM:

EVENT DETAILS

Fur Ball (Benefiting Friends of MADACC)

March 21, 2026 || 6p - 11p

The Cooperage (822 S Water St, Milwaukee, WI 53204)

ORGANIZATION INFORMATION

Name of organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime phone: _____ Evening phone: _____

Email: _____

SPONSORSHIP LEVEL

☐ HERO ☐ HOPE ☐ CUDDLE ☐ TREAT

☐ OTHER: _____

(Note: Alternative/in-kind sponsorships must be approved by FoM)

ADDITIONAL NOTES:

CREDIT CARD AUTHORIZATION FORM

Cardholder name: _____ Credit Card #: _____

Expiration date: _____ Security Code: _____ Signature: _____

Billing address: _____ Billing Zip: _____

☐ I will send my check/money order to Friends of MADACC (address below)

Email completed forms to: info@friendsofmadacc.org

Please email a high resolution logo file to marketing@friendsofmadacc.org for signage, web and print use.

Final confirmation needed by February 21.

Checks or Money Orders should be made payable to:

Friends of MADACC
PO Box 341906
Milwaukee, WI 53234

(Note "Fur Ball" on check memo)

