friends of madacc

2027 Annual Fur Ball

Benefiting the Animals of MADACC

Saturday, March 20, 2027

Sponsorship Opportunities

friends of madacc

Our Mission

Friends of MADACC, a 501(c)(3) nonprofit organization, to provide a continuum of care that supports family stability, community health and humane treatment of companion animals—both at MADACC and in homes, where they belong.



ADOPTABLE SPOTLIGHT

Goldie

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When You Donate

Every donation to Friends of MADACC helps make a meaningful difference in the lives of animals throughout our community. From emergency medical care and food assistance to keeping pets with the families who love them, your generosity makes this work possible.

In 2026, we allocated nearly $1 million toward improving the lives of animals in our community. Here's what your generosity made possible:

- 1,000+ animals vaccinated and microchipped at free community clinics
- $50,000+ in emergency medical assistance for owned pets
- Nearly $7,000 in reclaim fees sponsored, helping families reunite with their pets
- 400+ pets spayed or neutered through funded services
- Free pet pantries providing food, litter, treats, and essential supplies to local families
- Approximately $4,000 per month invested in pallets of food for the cats and dogs in MADACC's care
- $15,000 on new kuranda beds, so dogs at MADACC have a clean place to rest
- $3,500 spent on leashes and collars for dogs at MADACC



SPONSORSHIP OPPORTUNITIES

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Top Dog | $25,000

Exclusive Event Naming Rights: The Fur Ball Presented by *[Your Company Name]*

Exclusive MADACC Tour: Behind-the-scenes tour for up to 10 guests

Premier Brand Visibility: Logo placement on all event print materials, a full-page ad in the Fur Ball program, and primary logo placement on the FoM website for one year

Social Media Recognition: Presenting sponsor recognition on all event-related social media posts

Gala Recognition: Five acknowledgments by the emcee throughout the evening

VIP Seating: Three VIP tables with custom table naming rights and on-table signage; one bottle of champagne per table

Speaking Opportunity: An opportunity to address guests during the gala

Signature Cocktail: Naming rights for one signature cocktail

SPONSORSHIP OPPORTUNITIES

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Guardian | $10,000

Exclusive MADACC Tour: Behind-the-scenes tour for up to 10 guests

Brand Visibility: Secondary logo placement on all event print materials, a full-page ad in the Fur Ball program, and logo placement on the Friends of MADACC website for one year

Gala Recognition: Three acknowledgments by the emcee throughout the evening

VIP Seating: Two VIP tables with custom table naming rights; one bottle of champagne per table



SPONSORSHIP OPPORTUNITIES

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Cool Cat | $5,000

Brand Visibility: Prominent secondary branding throughout the event

Marketing Recognition: Secondary logo placement on all event print materials, a half-page ad in the Fur Ball program, and logo placement on the Friends of MADACC website for one year

Social Media Recognition: Two social media mentions

Gala Recognition: Two acknowledgments by the emcee throughout the evening

VIP Seating: One VIP table with custom table naming rights; one bottle of champagne per table



ADOPTABLE SPOTLIGHT

Baby Cakes

SPONSORSHIP OPPORTUNITIES

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Rescue | $2,500

Program Recognition: Secondary logo placement and a 10-word ad in the Fur Ball program

Social Media Recognition: Two social media mentions

Gala Recognition: One acknowledgment by the emcee during the evening

Gala Admission: Four reserved tickets to attend the Fur Ball

ADOPTABLE SPOTLIGHT

Toast



SPONSORSHIP OPPORTUNITIES

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Paw Partner | $1,000

Program Recognition: Secondary logo placement in the Fur Ball program

Social Media Recognition: One social media mention

Gala Recognition: One acknowledgment by the emcee during the evening

Gala Admission: Two reserved tickets for the Fur Ball



ADOPTABLE SPOTLIGHT

Lady

SPONSORSHIP OPPORTUNITIES

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Event Experiences

ADOPTION LOUNGE SPONSOR | $1,000

Signage featuring: *"Meet & Greet Lounge Presented By [Sponsor Name]*
- Business name and logo displayed throughout the lounge
- Sponsor-branded photo backdrop for pictures with adoptable pets

RED CARPET MOMENT SPONSOR | $500

- Opportunity to walk and sponsor the Paw Carpet: *Presented by [Sponsor Name]*

LATE NIGHT TREATS SPONSOR | $500

- Sponsor a late night snack for guests

ADOPTABLE SPOTLIGHT

Sir Leon



SPONSORSHIP OPPORTUNITIES

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Mission Moments

PAWS FOR APPLAUSE SPONSOR | $250

- Featured Video Sponsorship: Underwrite the featured MADACC adoptable animal story video
- Brand Recognition: Business name and logo displayed in Fur Ball program as well as before and after the presentation
- Gala Recognition: Emcee acknowledgment by name during the presentation

HAPPY TAILS SUCCESS STORY SPONSOR | $250

- Featured Video Sponsorship: Underwrite the featured rescue success story video
- Brand Recognition: Business name and logo displayed in Fur Ball program as well as before and after the presentation
- Gala Recognition: Emcee acknowledgment by name during the presentation

SECOND CHANCE SPONSOR | $250

- Featured Video Sponsorship: Underwrite the featured rescue success story video
- Brand Recognition: Business name and logo displayed in Fur Ball program as well as before and after the presentation
- Gala Recognition: Emcee acknowledgment by name during the presentation



SPONSORSHIP FORM

EVENT DETAILS

Fur Ball (Benefiting Friends of MADACC)
March 20, 2027 || 6:00-11:00 p.m.
The Hilton (509 W Wisconsin Ave, Milwaukee, WI 53204)

ORGANIZATION INFORMATION

Name of Organization: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____
Email: _____

SPONSORSHIP LEVEL

☐ TOP DOG $25,000 ☐ GUARDIAN $10,000 ☐ COOL CAT $5,000 ☐ RESCUE $2,500

☐ PAWS FOR APPLAUSE $250 ☐ HAPPY TAILS $250 ☐ SECOND CHANCE $250

☐ ADOPTION LOUNGE $1,000 ☐ RED CARPET $500 ☐ LATE NIGHT TREATS $500

CREDIT CARD AUTHORIZATION FORM

Cardholder Name: _____ Credit Card #: _____
Expiration Date: _____ Security Code: _____ Billing Zip: _____
Billing Address: _____ Signature: _____

☐ I will send my check to Friends of MADACC

Email completed forms to: events@friendsofmadacc.org

Please email a high resolution logo file to **marketing@friendsofmadacc.org** for signage, web and print use. **Final confirmation is needed by Monday, February 1, 2027.**

Checks should be made payable to: *(Please note "Fur Ball" on check memo)*

Friends of MADACC
PO Box 341906
Milwaukee, WI 53234