



2018 Cover Dog: Sabbath



ties & tails

Gala

TO BENEFIT THE
HUMANE SOCIETY OF CHARLOTTE

2018 SPONSORSHIP OPPORTUNITIES

NOVEMBER 10, 2018

6 - 11PM

HILTON CHARLOTTE CENTER CITY

tiesandtailsgala.org

EVENT OVERVIEW

The Ties & Tails Gala is a fundraising event that celebrates our donors, our volunteers and the great work of the Humane Society of Charlotte. Named “Best Charity Gala” in Charlotte Magazine’s 2017 ‘Best of the Best’ Awards, the Ties & Tails Gala is the only formal gala in Charlotte where dogs are invited! All funds raised at the Gala support the HSC’s mission to deliver effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them.

This fall will be the 10th annual Ties & Tails Gala and we are excited to celebrate this milestone with 500 of our biggest supporters. On Saturday, November 10, we will gather at the Hilton Charlotte Center City and we look forward to a wonderful evening celebrating while also raising much needed funds to support the HSC mission. Sponsors will have multiple opportunities to activate their brand at the event and engage the HSC community.

GALA SPONSORSHIP MARKETING - 2017 By the Numbers

- More than **500 of Charlotte’s most influential pet lovers** attended the Gala.
- **30 Charlotte corporations** supported the Gala through event sponsorships or table purchases.
- **WCNC and iHeart Media** featured the Gala on-air, reaching tens of thousands of listeners.
- **48,500 HSC followers** engaged sponsor logos and announcements on HSC Facebook, Twitter, and Instagram.
- HSC website with featured sponsor logos viewed more than **10,000 times**.
- A **20’ feature banner** promoted the Gala on 4th Street in Uptown Charlotte from October 13 - November 13.

GALA SPONSORSHIP LEVELS

Diamond Collar: **\$10,000**

Auction Sponsor: **\$7,500**

Platinum Collar: **\$5,000**











Gold Collar: **\$2,500**

Photo Booth: **\$2,000**

Silver Collar: **\$1,500**



SPONSORSHIP OPPORTUNITIES 2018

	DIAMOND COLLAR* \$10,000	AUCTION SPONSOR \$7,500	PLATINUM COLLAR \$5,000	GOLD COLLAR \$2,500	PHOTO BOOTH \$2,000	SILVER COLLAR \$1,500
Pre-Event Recognition						
Press Release						
Social Media: Facebook, Twitter, Instagram	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Save the Dates	Logo					
Invitation	Logo					
Logo presence on event website**	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Auction website		Logo & Link				
On-Site Recognition						
Acknowledged as Presenting Sponsor						
Opening remarks (optional)						
Event tickets / Table	Table (8 tickets)	Table (8 tickets)	Table (8 tickets)	4 Tickets	2 Tickets	2 Tickets
Gala Presentation	Solo Logo	Solo Logo	Solo Logo	Logo	Logo	Logo
Gala program ad ⁺	2-Page Spread	2-Page Spread	1-Page	1/2-Page	1/4-Page	1/4-Page
Program Acknowledgement						
Event Signage	Logo	Logo	Logo			
Post-Event Recognition						
e-newsletter	Logo Featured	Mention	Mention	Mention	Mention	Mention

* Presenting Sponsor has right of first refusal for 2019 event.

** Sponsor will provide their corporate logo in PDF and JPEG format.

⁺ Sponsor will provide program ad artwork by 10/1/18.

Multiple sponsorships available at each level.

About the Cover: The Ties & Tails Gala Cover Dog opportunity is featured as part of the Gala's live auction. The top bidder's dog is professionally photographed, appears in the Gala's various promotional materials, receives free admission to the event, and enjoys many other benefits throughout the year at Humane Society of Charlotte functions and events. This year's cover features Sabbath Cunningham, a much loved shepherd mix who is forever in the hearts of her family.

DIAMOND COLLAR PRESENTING SPONSOR

\$10,000

Pre-Event Visibility

- Company recognition on all press releases and public service announcements
- Name/logo in all Gala promotional posts on social media
- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 5 mentions
- Sponsorship mention on Save the Date emails – 2 mentions
- Name/logo included on event invitations and announcements
- Company logo and link on the Gala website

Night of Gala Presence

- Name/logo featured on all Gala materials
- Opportunity for opening remarks
- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation – solo placement
- Ad space in the Gala Program Book – two full-page spread (sponsor to provide ad file)
- One table of eight
- Logo on event signage

Post-Event Recognition

- Company featured in post-event e-newsletter (emailed to 43,000+ subscribers)
- Right of first refusal for Diamond Collar Sponsor for 2019 event



GALA AUCTION SPONSOR

\$7,500

Pre-Event Visibility

- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 5 mentions
- Company logo and link on the Gala website
- Sponsorship mention and logo in an email sent to 43,000+ subscribers before the event, announcing auction website is live/bidding is open

Night of Gala Presence

- Solo logo presence on the auction website (beginning on 11/8/18)
- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation – solo placement
- Ad space in the Gala Program Book – two full-page spread (sponsor to provide ad file)
- One table of eight
- Logo on signage in silent auction area

Post-Event Recognition

- Company featured in post-event e-newsletter (emailed to 43,000+ subscribers)



PLATINUM COLLAR SPONSOR

\$5,000

Pre-Event Visibility

- Company recognition on all press releases and public service announcements
- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 3 mentions
- Company logo and link on the Gala website

Night of Gala Presence

- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation – solo placement
- Ad space in the Gala Program Book – full-page (sponsor to provide ad file)
- One table of eight
- Logo on signage in guest check-in area

Post-Event Recognition

- Company mentioned in post-event e-newsletter (emailed to 43,000+ subscribers)



GOLD COLLAR SPONSOR

\$2,500

Pre-Event Visibility

- Company recognition on all press releases and public service announcements
- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 2 mentions
- Company logo and link on the Gala website

Night of Gala Presence

- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation
- Ad space in the Gala Program Book – half page (sponsor to provide ad file)
- Four event tickets

Post-Event Recognition

- Company mentioned in post-event e-newsletter (emailed to 43,000+ subscribers)



PHOTO BOOTH SPONSOR

\$2,000

Pre-Event Visibility

- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 2 mentions
- Company logo and link on the Gala website

Night of Gala Presence

- Logo on each printed image generated by the TapSnap Photo Booth
- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation
- Ad space in the Gala Program Book – quarter page (sponsor to provide ad file)
- Two event tickets

Post-Event Recognition

- Logo on an online gallery of event images available after the event
- Company mentioned in post-event e-newsletter (emailed to 43,000+ subscribers)



SILVER COLLAR SPONSOR

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Pre-Event Visibility

- Sponsorship mention on Facebook, Twitter, and Instagram (48,500+ followers) with link to your website or social media platform – 1 mention
- Company logo and link on the Gala website

Night of Gala Presence

- Verbal recognition by emcees from stage
- Logo included in the Gala audio/visual presentation
- Ad space in the Gala Program Book – quarter page (sponsor to provide ad file)
- Two event tickets

Post-Event Recognition

- Company mentioned in post-event e-newsletters (emailed to 43,000+ subscribers)



2018 SPONSORSHIP FORM YES!

We will sponsor the 2018 Ties & Tails Gala to benefit
the Humane Society of Charlotte on November 10th.

SPONSORSHIP OPPORTUNITIES:

- | | | |
|---|---|---|
| <input type="radio"/> \$10,000 Diamond Collar | <input type="radio"/> \$7,500 Auction Sponsor | <input type="radio"/> \$5,000 Platinum Collar |
| <input type="radio"/> \$2,500 Gold Collar | <input type="radio"/> \$2,000 Photo Booth | <input type="radio"/> \$1,500 Silver Collar |

PAYMENT INFORMATION:

- ☐ I would like to pay for my sponsorship / donation with:
- ☐ A Check (payable to the Humane Society of Charlotte)
 - Checks may be mailed to the address at the bottom of this form
 - ☐ Credit Card
 - For credit card payments, call 704.494.7711 or register online at tiesandtailsgala.org
- ☐ I cannot attend, but will support the event: \$ _____ (all donations are tax deductible)

CONTACT INFORMATION:

primary sponsor contact

company / organization name

address

city

state

zip

phone

email

PLEASE RETURN FORM TO:

Humane Society of Charlotte
Kirsten Beals, Special Events Manager
Phone: 704.494.7711 Email: kbeals@humanecharlotte.org
2700 Toomey Avenue, Charlotte, NC 28203