



2020 COVER DOGS:  
Bentley & Lincoln  
*Photo by Rhiannon Mack*



ties & tails  
VIRTUAL  
**Gala**

TO BENEFIT THE HUMANE SOCIETY OF CHARLOTTE

2020 SPONSORSHIP OPPORTUNITIES

OCTOBER 24, 2020  
VIRTUAL

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[tiesandtailsgala.org](http://tiesandtailsgala.org)



# EVENT OVERVIEW

Join us for the Ties and Tails Gala 2020...virtual edition! While we won't be having an in-person Gala this year, we will be having a special fun-filled event that will be entertaining and interactive.

As a sponsor of this year's event, your participation will be promoted in new ways that will give your business more advertising and promotion than ever before. Your night of presence will spread far and wide as a virtual gala allows anyone from anywhere in the world to tune in... and the Humane Society of Charlotte has supporters all across the country!

We know this year has been hard. We want to help make it easier by partnering together. Your funds are vital to our success and with a strong base of supporters, we know our donors rally around those who rally around us. All funds raised at the Gala support 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.

Please see below for the various participation levels for the 2020 Ties & Tails Gala.

## GALA SPONSORSHIP MARKETING - By the Numbers

- The gala invitation will be sent to our **email database of 51,000+**.
- **WCNC and iHeart Media** feature the Gala on-air, reaching tens of thousands of listeners.
- **Over 67,000 HSC followers** engage sponsor logos and announcements on HSC Facebook, Twitter, and Instagram.
- The event website receives more than **10,000 views**.

## GALA SPONSORSHIP LEVELS

*Diamond Collar:* \$12,000

*Auction Sponsor:* \$8,000 - **SOLD OUT**

*Platinum Collar:* \$5,000

*Live Music:* \$3,000

*Gold Collar:* \$2,500

*Wine Pull:* \$2,500

*Very Important Pooch* \$2,000 - **SOLD OUT**

*Silver Collar:* \$1,500

## DIAMOND COLLAR PRESENTING SPONSOR

\$ 12,000

### Pre-Event Visibility

- Company recognition on all press releases and media pitches – now through October 24th
- Company logo added to the official event logo
  - Name/logo in gala promotional posts on social media – now through October 24th
  - Sponsorship mention on FB, Twitter and Instagram with tag to social pages and link to webpage – now through October 24th
    - 67,000+ social followers
- Company logo and link on all gala promotional emails -- now through October 24th
- Company logo on event invitations and announcements – now through October 24th
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site – September – November 2020
- Company mention in pop up on humanecharlotte.org
  - Duration: seven days

### Night of Gala Presence

- Four sponsorship mentions on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
- Opportunity for opening remarks during the gala live stream
  - Pre-recorded
- First program ad spot of the evening
  - Ad provided by sponsor
- Verbal recognition from emcees during the program
- Solo company logo included in evening presentation on live event platform
- Two page spread in the virtual program book shared with all attendees and emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for eight people

### Post-Event Recognition

- Logo featured in e-newsletter sent to 51,000+ subscribers
- Right of first refusal for Diamond Collar Sponsorship in 2021



# GALA AUCTION SPONSOR

\$8,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- Three sponsorship mentions on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link prominently displayed on gala auction site
- Company logo and link in email to 51,000+ subscribers promoting auction website and bidding
- Pop up on humanecharlotte.org with company logo
  - Duration: 14 days

## Night of Gala Presence

- Prominent logo display on auction website
- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Second ad spot during the live program
  - Ad provided by sponsor
- Full page ad in virtual program book shared with all attendees and emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for eight people

## Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+



# PLATINUM COLLAR SPONSOR

\$5,000

## Pre-Event Visibility

- Two sponsorship mentions on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site
- Pop up on humanecharlotte.org with company logo
  - Duration: three days

## Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Full page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for six people

## Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+



# LIVE MUSIC SPONSOR

**\$ 3 , 5 0 0** (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site

## Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Half page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for four people
- Solo logo included during live music presentation
- Recognition from band during performance

## Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+





## GOLD COLLAR SPONSOR

\$2,500

### Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site

### Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Half page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for four people

### Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+



# WINE PULL SPONSOR

**\$2,500** (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site
- Opportunity for presence at wine pull pick up
  - Physical presence and/or option to place items in wine pull bags

## Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Half page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for two people

## Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+





# VERY IMPORTANT POOCH SPONSOR

\$2,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site
- Sponsor will provide goody bags for each dog registered for the event
  - Opportunity to limit to x amount of attendees/dogs
- Opportunity for presence at the pull/goody bag pick up

## Night of Pooch Presence

- Verbal recognition from emcee during the program
- Logo included in AV presentation
- Half page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for two people

## Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+



## SILVER COLLAR SPONSOR

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### Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter and Instagram including link to webpage and tag on respective social page
  - 67,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2021
- Company logo and link on gala auction site

### Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Quarter page ad in virtual program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Dinner provided for two people

### Post-Event Recognition

- Company mention in post event e-newsletter
  - Emailed to 51,000+



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# 2020 SPONSORSHIP FORM

# YES!

We will sponsor the 2020 Virtual Ties & Tails Gala to benefit the Humane Society of Charlotte on October 24, 2020.

## SPONSORSHIP OPPORTUNITIES:

- |   |  |   |
|---|--|---|
| <input type="radio"/> \$12,000 Diamond Collar                 | <del><input type="radio"/> \$8,000 Auction Sponsor</del> | <input type="radio"/> \$5,000 Platinum Collar |
| <input type="radio"/> \$3,500 Live Music                      | <input type="radio"/> \$2,500 Gold Collar                | <input type="radio"/> \$2,500 Wine Pull       |
| <del><input type="radio"/> \$2,000 Very Important Pooch</del> | <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, register online at [tiesandtailsgala.org](http://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  
Kelsey Ruocco, Special Events Manager  
Phone: 704.494.7711 Email: [kruocco@humanecharlotte.org](mailto:kruocco@humanecharlotte.org)