



2021 COVER DOGS:  
Annie, Aubie & Belle  
*Photo by Rhiannon Mack*

ties & tails  

**Gala**  
 TO BENEFIT THE  
 HUMANE SOCIETY OF CHARLOTTE

2021 SPONSORSHIP OPPORTUNITIES

OCTOBER 23, 2021  
[tiesandtailsgala.org](http://tiesandtailsgala.org)



# EVENT OVERVIEW

Join us for our 13th annual Ties and Tails Gala, voted runner up Best Charity Event by the Charlotte Magazine BOB Awards!

Out of an abundance of caution, and out of respect for those who may not feel comfortable attending a large in person event, the 2021 Ties and Tails Gala will take place in person for a limited number of guests, as well as online for an unlimited number of guests!

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 hybrid 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 has been a difficult year and a half and 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. The Humane Society of Charlotte helps thousands of animals and people each year. As an independent agency not affiliated with any national organization, our work depends on the generous support of individuals and organizations. 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 2021 Ties & Tails Gala.

## GALA SPONSORSHIP MARKETING - By the Numbers

- The gala invitation will be sent to our **email database of 51,000+**.
- **Media coverage from local news and radio stations** feature the Gala on-air, reaching tens of thousands of listeners.
- **Over 80,000 HSC followers** engage sponsor logos and announcements on HSC Facebook, Twitter, Instagram and LinkedIn.
- The event website receives more than **10,000 views**.

## GALA SPONSORSHIP LEVELS

|                         |                 |                     |                |                              |                |
|-------------------------|-----------------|---------------------|----------------|------------------------------|----------------|
| <i>Diamond Collar:</i>  | <i>\$12,000</i> | <i>Live Music:</i>  | <i>\$3,500</i> | <i>Dog Concierge:</i>        | <i>\$2,000</i> |
| <i>Auction Sponsor:</i> | <i>\$8,000</i>  | <i>Gold Collar:</i> | <i>\$2,500</i> | <i>Silver Collar:</i>        | <i>\$1,500</i> |
| <i>Platinum Collar:</i> | <i>\$5,000</i>  | <i>Wine Pull:</i>   | <i>\$2,500</i> | <i>Very Important Pooch:</i> | <i>\$1,500</i> |

## DIAMOND COLLAR PRESENTING SPONSOR

\$ 12,000

### Pre-Event Visibility

- Company recognition on all press releases and media pitches – now through October 23rd
- Company logo added to the official event logo
  - Name/logo in gala promotional posts on social media – now through October 23rd
  - Sponsorship mention on FB, Twitter, Instagram, and LinkedIn with tag to social pages and link to webpage – now through October 23rd
    - 80,000+ social followers
- Company logo and link on all gala promotional emails -- now through October 23rd
- Company logo on event invitations and announcements – now through October 23rd
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- Company logo and link on gala auction site – September – November 2021

### Night of Gala Presence

- Opportunity for opening remarks during the gala
- Opportunity to play a video ad, 60 seconds or less, during the program
  - Ad provided by sponsor
- Verbal recognition from emcees during the program
- Solo company logo included in evening presentation
- Two page spread in the virtual and printed program book shared with all attendees and emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for eight guests, either in person or virtual

### Post-Event Recognition

- Logo featured in e-newsletter sent to 51,000+ subscribers
- Right of first refusal for Diamond Collar Sponsorship in 2022

# GALA AUCTION SPONSOR

\$8,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- 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

## Night of Gala Presentation

- Prominent logo display on auction website
- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Opportunity to play a video ad, 60 seconds or less, during the program
  - Ad provided by sponsor
- Full page ad in virtual and printed program book shared with all attendees and emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for eight guests, either in person or virtual

## Post-Event Recognition

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



# PLATINUM COLLAR SPONSOR

\$5,000

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- Company logo and link on gala auction site

## Night of Gala Presence

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

## Post-Event Recognition

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



2021 CENTERFOLD KITTIES: Three, Goldie & Stormy Photos by Rhiannon Mack

## LIVE MUSIC SPONSOR

\$3,500 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

### Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- Company logo and link on gala auction site

### Night of Gala Presentation

- Verbal recognition from emcee during the program
- Logo included in AV presentation
- Half page ad in virtual and printed program book shared with all attendees, emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for four guests, either in person or virtual
- 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+

**Sold Out!**



## GOLD COLLAR SPONSOR

\$2,500

### Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- 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 and printed program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for four guests, either in person or virtual

### 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, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company name and link on gala landing page at humanecharlotte.org through August 2022
- Company logo and link on gala auction site
- Opportunity for physical presence at the wine pull table at the event
  - 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 or printed program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for two guests, either in person or virtual

## Post-Event Recognition

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

**Sold Out!**





# DOG CONCIERGE SPONSOR

\$2,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- Logo sign at concierge table

## Night of Gala Presence

- Logo included in the Gala audio/visual presentation
- Half page ad in virtual and printed program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Logo can be worn by dog concierge volunteers
- Tickets for two guests, either in person or virtual
- Signage placed at dog concierge table

## Post-Event Recognition

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



## SILVER COLLAR SPONSOR

\$ 1 , 5 0 0

### Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- 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 and printed program book shared with all attendees emailed out to all HSC supporters (51,000 subscribers)
  - Ad provided by sponsor
- Tickets for two guests, either in person or virtual

### Post-Event Recognition

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



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

# VERY IMPORTANT POOCH SPONSOR

\$ 1 , 5 0 0 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

## Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 80,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2022
- Company logo and link on gala auction site
- Sponsor will provide goody bags for each dog registered for the event
  - Or opportunity to limit to x amount of attendees/dogs
- Opportunity for presence at wine pull/goody bag pick up

## Night of Gala Presence

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

## Post-Event Recognition

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



# 2021 SPONSORSHIP FORM

# YES!

We will sponsor the 2020 Virtual Ties & Tails Gala to benefit the Humane Society of Charlotte on October 23, 2021.

## 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      |
| <del><input type="radio"/> \$3,500 Live Music</del>    | <input type="radio"/> \$2,500 Gold Collar                | <del><input type="radio"/> \$2,500 Wine Pull</del> |
| <del><input type="radio"/> \$2,000 Dog Concierge</del> | <input type="radio"/> \$1,500 Very Important Pooch       | <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 Humane Society of Charlotte with attention to the Ties and Tails Gala, 2700 Toomey Avenue, Charlotte, NC 28203
  - 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, Events and Social Media Manager  
Phone: 703-297-5333 Email: [kruocco@humanecharlotte.org](mailto:kruocco@humanecharlotte.org)



TO BENEFIT THE  
HUMANE SOCIETY OF CHARLOTTE

OCTOBER 23, 2021



PROGRAM BOOK AD FORM

Promote your business or honor a special someone by placing an ad in our Ties and Tails Gala Program Book! This year's program book will be sent electronically to our database with 51,000 subscribers and a hard copy will also be given to all gala attendees.



CHARLOTTE  
SKIN & LASER  
*Elizabeth Rostan MD*

You pamper your pet  
let us pamper you.

Botox • Dermal Fillers • Body Sculpting  
Laser • Aesthetic Services

Dr. Elizabeth Rostan  
of Charlotte Skin & Laser  
is proud to sponsor the  
Humane Society of Charlotte.

www.charlotteskinandlaser.com 704-333-9113

**FULL-PAGE  
ADVERTISEMENT**

**\$100**

- ▶ Full-page advertisement in the event program book
- ▶ 8" H x 5" W size, portrait

**HALF-PAGE  
ADVERTISEMENT**

**\$50**

- ▶ Half-page advertisement in the event program book
- ▶ 4" H x 5" W size, landscape

To purchase, visit [tiesandtailsgala.org](http://tiesandtailsgala.org)

Questions can be sent to Kelsey at [kruocco@humanecharlotte.org](mailto:kruocco@humanecharlotte.org)

\*\*\*Purchaser provides the ad file. Ad types are "no bleed."  
Accepted File Types: High Resolution JPEGs, PDF and EPS.  
The deadline for ad submission is 9/24/2021.\*\*\*

**THANK YOU FOR YOUR SUPPORT!**

The Humane Society of Charlotte is a qualified 501(c)(3) non-profit organization.

TO PURCHASE, VISIT [tiesandtailsgala.org](http://tiesandtailsgala.org)