



MURPHY, 2022 Cover Dog

Photo by Rhiannon Mack

ties & tails Gala

TO BENEFIT THE
HUMANE SOCIETY OF CHARLOTTE

2022 SPONSORSHIP OPPORTUNITIES

OCTOBER 15, 2022

tiesandtailsgala.org

EVENT OVERVIEW

We invite you to be a part of our 14th annual Ties and Tails Gala, voted runner up Best Charity Event by the Charlotte Magazine BoB Awards, taking place on Saturday, October 15 at the Westin Uptown! This will be our first time celebrating together after two years of virtual events and we cannot wait.

Our Ties and Tails Gala is our largest fundraiser of the year, welcoming over 400 guests and their canine companions who are committed to supporting the Charlotte community. As an independent non-profit organization not affiliated with any national organization, our work depends on the generous support of individuals and donors. All funds raised as part of 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 love them.

Please see below for the various participation levels for the 2022 Ties & Tails Gala.

GALA SPONSORSHIP MARKETING - By the Numbers

- The gala invitation will be sent to our **email database of 53,000+**.
- **Media coverage from local news and radio stations** feature the Gala on-air, reaching tens of thousands of listeners.
- **Over 88,000+ HSC followers** engage sponsor logos and announcements on HSC Facebook, Twitter, Instagram and LinkedIn.
- The event website receives more than **10,000 views** during the year.

GALA SPONSORSHIP LEVELS

<i>Diamond Collar</i>	<i>\$12,000</i>	<i>Live Music</i>	<i>\$3,500</i>	<i>Wall of Fine Wine</i>	<i>\$2,500</i> SOLD OUT
<i>Auction Sponsor</i>	<i>\$8,000</i> SOLD OUT	<i>Photo Booth</i>	<i>\$3,500</i> SOLD OUT	<i>Silver Collar</i>	<i>\$1,500</i>
<i>Platinum Collar</i>	<i>\$5,000</i>	<i>Dog Concierge</i>	<i>\$3,000</i>	<i>Very Important Pooch</i>	<i>\$1,500</i>
<i>Paw-ddle Sponsor</i>	<i>\$3,500</i>	<i>Gold Collar</i>	<i>\$2,500</i>		



DIAMOND COLLAR PRESENTING SPONSOR

\$ 12,000

Visibility

- Company recognition on all press releases and media pitches – now through October 15th
- Company logo added to the official event logo
 - Name/logo in gala promotional posts on social media – now through October 15th
 - Sponsorship mention on FB, Twitter, Instagram, and LinkedIn with tag to social pages and link to webpage – now through October 23rd
 - 88,000+ social followers
- Company logo and link on all gala promotional emails – now through October 15th
- Company logo on event invitations and announcements – now through October 15th
- Company logo and link on gala landing page at humanecharlotte.org through August 2023
- Company logo and link on gala auction site – September – November 2022

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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for up to 10 guests

Post-Event Recognition

- Logo featured in e-newsletter sent to 53,000+ subscribers
- Right of first refusal for Diamond Collar Sponsorship in 2023

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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023
- Company logo and link prominently displayed on gala auction site
- Company logo and link in email to 53,000+ subscribers promoting auction website and bidding

Night of Gala Auction

- Prominent logo displayed 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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for eight guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for six guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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

PAW - DDLE 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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included on auction paddles, given to all attendees. Paddles are used during the live auction as well as the live call for donations. Your logo will be visible all over the room!
- Logo included in AV presentation
- Half-page ad in virtual and printed program book shared with all attendees emailed out to all HSC supporters (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for four guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for four guests
- Solo logo included during live music presentation
- Recognition from band during performance

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



PHOTO BOOTH 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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

Light of Life Presence

- Logo on each printed image generated by the Tabletop Photo Booth
- Video recognition and mentions during the program
 - Logo included in AV presentation
- Half-page ad in virtual and printed program book shared with attendees mailed out to all HSC supporters (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for four guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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DOG CONCIERGE SPONSOR

\$3,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

Pre-Event Visibility

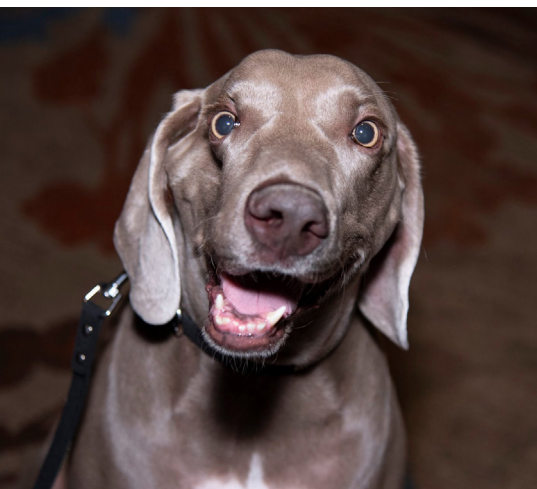
- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023
- Logo sign at concierge table

Night of Gala Presence

- Logo included in AV presentation
- Half-page ad in virtual and printed program book shared with all attendees emailed out to all HSC supporters (53,000+ subscribers)
 - Ad provided by sponsor
- Logo can be worn by dog concierge volunteers
- Tickets for two guests
- Signage placed at dog concierge table

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



WALL OF FINE WINE 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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023
- Opportunity for physical presence at the wall of fine wine at the event

Night of Gala Presence

- Virtual recognition from emcees during the program
 - Logo included in AV presentation
- Half-page ad in virtual and printed program book shared with virtual attendees mailed out to HSC supporters (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



SILVER COLLAR SPONSOR

\$ 1,500

Pre-Event Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023

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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+



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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
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2023
- Sponsor will provide goody bags for each dog registered for the event
- Opportunity for presence at 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 (53,000+ subscribers)
 - Ad provided by sponsor
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 53,000+





PROGRAM BOOK AD FORM

Promote your business or honor a special someone by placing an ad in our Ties & Tails Gala Program Book! This year's program book will be sent electronically to our database with 53,000+ 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

Questions can be sent to Ryan at rvanderklok@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 9/15/2022.***

THANK YOU FOR YOUR SUPPORT!

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

TO PURCHASE, VISIT tiesandtailsgala.org