



JAZZI, 2023 Cover Dog
Photo by Rhiannon Mack

ties & tails Gala

TO BENEFIT THE
HUMANE SOCIETY OF CHARLOTTE

2023 SPONSORSHIP OPPORTUNITIES

OCTOBER 14, 2023
tiesandtailsgala.org

EVENT OVERVIEW

Join us for an unforgettable evening at the 15th Annual Ties and Tails Gala, recently recognized as the runner-up Best Charity Event by the esteemed Charlotte Magazine BoB Awards. Mark your calendars for Saturday, October 14, as we gather at a new location, The Revelry, to celebrate in style, while keeping the same beloved traditions of past galas.

Our most significant fundraising event of the year, the Ties and Tails Gala brings together over 500 guests and their beloved canine companions. As an independent non-profit organization, we are not affiliated with any national entity and rely solely on the generous support of our donors and partners. Every dollar raised during the Ties and Tails Gala directly supports HSC's mission to provide effective and innovative services, strengthening the bond between humans and animals while enhancing the lives of both companion animals and their caring people.

Discover the various participation levels available for the upcoming 2023 Ties & Tails Gala below. Your involvement will make a meaningful impact and help us continue our invaluable work.

GALA SPONSORSHIP MARKETING - By the Numbers

- The gala invitation will be sent to our **email database of 58,000+**.
- **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

Diamond Collar	\$15,000	Live Music	\$3,500	SOLD OUT	Wine Pull	\$2,500	SOLD OUT
Auction Sponsor	\$10,000	SOLD OUT	Photo Booth	\$3,500	Silver Collar	\$1,500	
Platinum Collar	\$7,500	Dog Concierge	\$3,000		Very Important Pooch	\$1,500	
Paw-ddle Sponsor	\$5,000	SOLD OUT	Gold Collar	\$2,500			



DIAMOND COLLAR PRESENTING SPONSOR

\$ 15,000

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Visibility

- Company recognition on all press releases and media pitches – now through October 14th
- Company logo added to all event materials
 - Name/logo in gala promotional posts on social media – now through October 14th
 - Sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn with tag to social pages and link to webpage – now through October 21st
 - 88,000+ social followers
- Company logo and link on all gala promotional emails – now through October 14th
- Company logo on event invitations and announcements – now through October 14th
- Company logo and link on gala landing page at humanecharlotte.org through August 2024
- Company logo and link on gala auction site – September through November 2023

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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for up to 16 guests (two tables)

Post-Event Recognition

- Logo featured in e-newsletter sent to 58,000+ subscribers
- Opportunity for sponsor to host event in one of HSC's rental spaces
 - Maximum of six hours; based on availability

GALA AUCTION SPONSOR

\$10,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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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 2024
- Company logo and link prominently displayed on gala auction site
- Company logo and link in email to 58,000+ subscribers promoting auction website and bidding

Night of Gala Presence

- Prominent logo display on auction website
- Verbal recognition from emcees during the program
- Logo inclusion on AV presentation
- Opportunity to play video, 30 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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for ten guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers
- Opportunity for sponsor to host event in one of HSC's rental spaces
 - Maximum of four hours; based on availability



PLATINUM COLLAR SPONSOR

\$ 7,500

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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 2024

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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for eight guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers



GENERAL TSO, 2023 Centerfold Kitty
Photo by Rhiannon Mack

PAW-DDLE SPONSOR

\$5,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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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 2024

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 rooms!
- Logo included in AV presentation
- Half-page ad in virtual and print program book shared with all attendees emailed out to all HSC supporters (50,000+ supporters)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for six guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers



LIVE MUSIC SPONSOR

\$3,500 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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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 2, 2024

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 HSU supporters (58,000+ subscribers)
 - Ad provided by sponsor or HSU for an additional cost
- 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 58,000+



PHOTO BOOTH SPONSOR

\$3,500 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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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 2024

Night of Gala Presence

- Logo on each printed image generated by the TapSnap Photo Booth
- 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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for four guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers



DOG CONCIERGE SPONSOR

\$3,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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Pre-Event Visibility

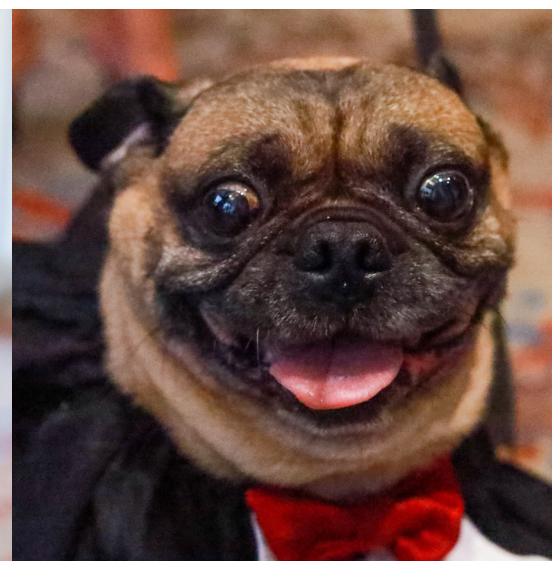
- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 88,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2024
- Logo sign at concierge table

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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- 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 58,000+ subscribers



GOLD COLLAR SPONSOR

\$2,500

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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 2024

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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers



WINE PULL SPONSOR

\$2,500 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

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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 2024
- Logo placed on take-home wine bags included with all wine bottles

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Homepage ad in virtual and print program book shared with all attendees emailed out to all SC supporters (58,000+ subscribers)
 - Ad provided sponsor logo/website for an additional cost
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers

Gold Out!



SILVER COLLAR SPONSOR

\$ 1 , 5 0 0

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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 2024

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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers



VERY IMPORTANT POOCH SPONSOR

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

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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 2024
- 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 (58,000+ subscribers)
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for two guests

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 58,000+ subscribers





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 5,000+ subscribers and a hard copy will also be given to all gala attendees.

You can trust us with all your kids.
Even the furry ones.

We know your pets are a part of your family, which is why we have pet friendly team members and pet friendly products. We've developed specific procedures for cleaning up pet hair with special tools and techniques that leave your home as close to hairless as we can get. We vacuum under the cushions on the sofa.

Call now for a
FREE ESTIMATE
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www.merrymaidscharlotte.com
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merry maids
Relax. It's Done.®

FULL-PAGE

**AD PLACEMENT
WITH IN-HOUSE DESIGN** **\$150
\$300**

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

HALF-PAGE

**AD PLACEMENT
WITH IN-HOUSE DESIGN** **\$75
\$150**

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

Questions can be sent to events@humanecharlotte.org

Ad types are "no bleed." Accepted File Types: PDF, AI, EPS, and high-resolution JPEGs and PNGs. The deadline for ad submission is 9/15/2023.

THANK YOU FOR YOUR SUPPORT!

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

TO PURCHASE, VISIT tiesandtailsgala.org