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TO BENEFIT THE HUMANE SOCIETY OF CHARLOTTE

2023 SPONSOR OPPORTUNITIES

OCTOBER 14, 2023 tiesandtailsgala.org



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 89,000+ 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	Sapphire Collar	\$3,500
Ruby Collar	\$10,000	Gold Collar	\$2,500
Platinum Collar	\$7,500	Silver Collar	\$1,500
Emerald Collar	\$5,000		

\$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
    - 89.000+ 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 AV 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 sixteen guests (two tables)

- 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

\$10,000

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# Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 89,000+ social 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 included in AV presentation
- Full-page ad 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 ten guests

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



\$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
  - 89,000+ 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

\$5,000

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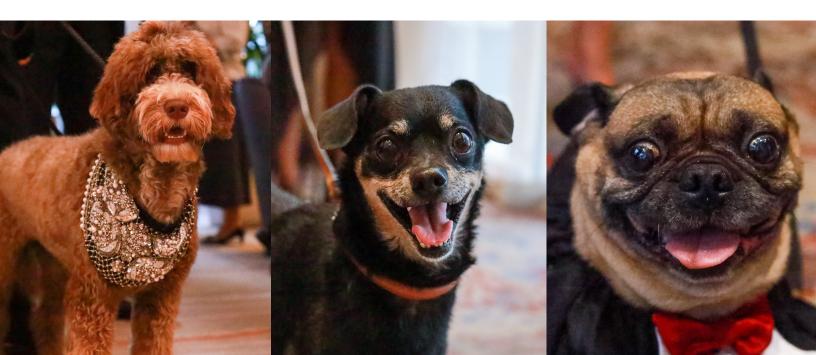
# Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 89,000+ social 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 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 six guests

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



\$3,500

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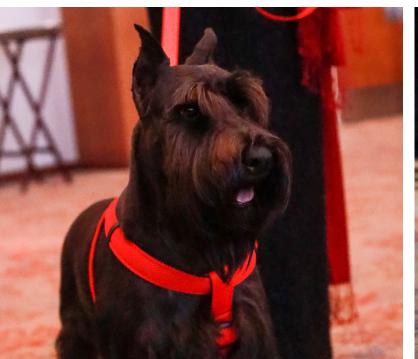
# Visibility

- One sponsorship mention on Facebook, Twitter, Instagram, and LinkedIn including link to webpage and tag on respective social page
  - 89,000+ social followers
- Company logo and link on gala landing page at humanecharlotte.org through August 2024

# Night of Gala Presence

- Logo included in AV presentation
- Half-page ad 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 four guests

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





\$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
  - 89,000+ 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

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



\$1,500

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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
  - 89,000+ 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

- 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.



# **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