



JAZZY, 2024 Cover Dog
Photo by Rhiannon Mack

ties & tails
 Gala

TO BENEFIT THE
HUMANE SOCIETY OF CHARLOTTE

2024 SPONSOR OPPORTUNITIES

NOVEMBER 2, 2024
tiesandtailsgala.org

EVENT OVERVIEW

Join us for an unforgettable evening at the 16th 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, November 2, as we gather at The Revelry, to celebrate in style.

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 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 60,000+**.
- **Media coverage from local news and radio stations** feature the Gala on-air, reaching tens of thousands of listeners.
- **Over 95,000+ HSC followers** engage sponsor logos and announcements on HSC Facebook, X, Instagram and LinkedIn.
- The event website receives more than **10,000 views** during the year.

GALA SPONSORSHIP LEVELS

<i>Diamond Collar</i>	<i>\$15,000</i>	<i>Sapphire Collar</i>	<i>\$3,500</i>
<i>Ruby Collar</i>	<i>\$10,000</i>	<i>Gold Collar</i>	<i>\$2,500</i>
<i>Platinum Collar</i>	<i>\$7,500</i>	<i>Silver Collar</i>	<i>\$1,500</i>
<i>Emerald Collar</i>	<i>\$5,000</i>		

SPONSOR MATRIX

VISIBILITY

	DIAMOND \$15,000	RUBY \$10,000	PLATINUM \$7,500	EMERALD \$5,000	SAPPHIRE \$3,500	GOLD \$2,500	SILVER \$1,500
Recognition on all press releases and media pitches	•						
Logo added to all event materials	•						
Logo on event invitations and announcements	•						
Logo and link on all gala promotional emails	•	•					
Logo and link on gala auction site	•	•					
Logo and link on gala landing page	•	•	•	•	•	•	•
Sponsorship mention and tag on social media	•	•	•	•	•	•	•

NIGHT OF GALA PRESENCE

Opportunity for opening remarks	•						
Opportunity to play a video ad	•						
Verbal recognition from emcees	•	•	•	•	•	•	•
Logo included in AV presentation	•	•	•	•	•	•	•
Ad spread in the virtual/printed program	Two pages	Full page	Full page	Half page	Half page	Half page	Half page
Allotted number of guest tickets	16	10	8	6	4	2	0
Allotted number of dog tickets	2	1	1	1	0	0	0

POST-EVENT RECOGNITION

Logo featured in e-newsletter	•	•	•	•	•	•	•
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A limited number of area sponsorships are available first come, first serve.
Please contact events@humanecharlotte.org to learn more.



**DIAMOND COLLAR
PRESENTING SPONSOR**

\$ 15,000

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Visibility

- Company recognition on all press releases and media pitches – now through November 2nd
- Company logo added to all event materials
 - Name/logo in gala promotional posts on social media – now through November 2nd
 - Sponsorship mention on Facebook, X, Instagram, and LinkedIn with tag to social pages and link to webpage – now through October 21st
 - 95,000+ social followers
- Company logo and link on all gala promotional emails – now through November 2nd
- Company logo on event invitations and announcements – now through November 2nd
- Company logo and link on gala landing page at humanecharlotte.org through November 2nd
- Company logo and link on gala auction site – September through November 2024

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 printed program book shared with all attendees
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for up to sixteen guests (two tables) and two dog tickets
- **Opportunity to purchase pre-party tickets for your two tables (16 guests) at \$1,000 (as available)**

Post-Event Recognition

- Logo and link featured in e-newsletter sent to 60,000+ subscribers
- Opportunity for sponsor to host event in one of HSC's rental spaces
 - Maximum of six hours; based on availability

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RUBY COLLAR SPONSOR

\$ 10,000

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Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ social followers
- Company logo and link on gala landing page at humanecharlotte.org through November 2nd
- Company logo and link prominently displayed on gala auction site
- Company logo and link in email to 60,000+ 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 printed program book shared with all attendees
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for ten guests and one dog ticket
- **Opportunity to purchase pre-party tickets for your table of 10 at \$1,000 (as available)**

Post-Event Recognition

- Company mention in post-event e-newsletter
 - Emailed to 60,000+ subscribers



PLATINUM COLLAR SPONSOR

\$ 7,500

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Pre-Event Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ followers
- Company logo and link on gala landing page at humanecharlotte.org through November 2nd

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Full-page ad in printed program book shared with all attendees
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for eight guests and one dog ticket



Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 60,000+ subscribers

GENERAL TSO, 2023 Centerfold Kitty

Photo by Rhiannon Mack

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EMERALD COLLAR SPONSOR

\$5,000

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Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ social followers
- Company logo and link on gala landing page at humanecharlotte.org through November 2nd

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation
- Half-page ad in the printed program book shared with all attendees
 - Ad provided by sponsor or by HSC for an additional cost
- Tickets for six guests and one dog ticket

Post-Event Recognition

- Company mention in post-event e-newsletter
 - Emailed to 60,000+ subscribers



SAPPHIRE COLLAR SPONSOR

\$3,500

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Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ 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 printed program book shared with all attendees
 - 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 60,000+ subscribers

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GOLD COLLAR SPONSOR

\$2,500

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Pre-Event Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ 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 printed program book shared with all attendees
 - 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 60,000+ subscribers



SILVER COLLAR SPONSOR

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Pre-Event Visibility

- One sponsorship mention on Facebook, X, Instagram, and LinkedIn including link to webpage and tag on respective social page
 - 95,000+ 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 printed program book shared with all attendees
 - Ad provided by sponsor or by HSC for an additional cost

Post-Event Recognition

- Company mention in post event e-newsletter
 - Emailed to 60,000+ subscribers





PROGRAM BOOK AD FORM

Promote your business or honor a special someone by placing an ad in our Ties & Tails Gala Program Book! 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.

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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 10/10/2024.

THANK YOU FOR YOUR SUPPORT!

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

TO PURCHASE, VISIT tiesandtailsgala.org