

17th Annual Ties & Tails Gala

Charlotte's Premier Event for Animal Lovers

On **Saturday, October 18**, more than 500 guests and their beloved pups will gather at **The Revelry** for a glamorous night celebrating compassion, community, and the life-saving work of the Humane Society of Charlotte (HSC). Our largest fundraising event of the year, Ties & Tails plays a critical role in supporting our mission. Every dollar raised stays local and directly funds programs that help animals—and the people who love them—right here in our community.

Why Sponsor? High-Impact Marketing & Exposure

Sponsoring the Ties & Tails Gala offers unmatched visibility with a passionate, pet-loving audience:

- 60,000+ email subscribers will receive gala updates featuring your logo
- 95,000+ social media followers will engage with branded content across social channels
- Sponsors are included in media coverage, press releases, printed programs, and digital materials
- The event website draws 10,000+ annual views, keeping your brand front and center

By aligning your brand with HSC, you're not just supporting a cause—you're making a statement about your commitment to community, compassion, and connection.

Exclusive Sponsorship Opportunities

	Silent Auction \$12,500	Pre-Party \$10,000	Photobooth \$7,500	Dessert \$5,000	Live Music \$5,000	Dog Concierge \$4,000	Wine Toss \$2,500	Bourbon Raffle \$2,500	Tequila Raffle \$2,500	Place Card \$2,500
VISIBILITY										
Logo + link in email	•									
Logo + link on gala auction page	•									
Sponsorship mention on social media	•	•	•	•	•	•	•	•	•	•
Logo + link on gala landing page	•	•	•	•	•	•	•	•	•	•
NIGHT OF GALA PRESENCE										
Logo displayed at the area or activity sponsored	•	•	•	•	•	•	•	•	•	•
Verbal recognition from emcees	•	•	•	•	•	•	•	•	•	•
Logo included in AV presentation	•	•	•	•	•	•	•	•	•	•
Ad spread in the virtual/printed program	Full page	Half page	Half page	Half page	Half page	Half page	Half page	Half page	Half page	Half page
Allotted number of guest tickets	10	10*	8	4	4	2	2	2	2	2
Allotted number of dog tickets	1	1	1	0	0	1	0	0	0	0
POST-EVENT RECOGNITION										
Opportunity for sponsor to host event in one of HSC's rental spaces	•									
Company mention in e-newsletter	•	•	•	•	•	•	•	•	•	•

*also includes 10 tickets to the pre-party

Sponsor Matrix

VISIBILITY

	DIAMOND \$20,000	RUBY \$15,000	EMERALD \$10,000	SAPPHIRE \$7,500	TOPAZ \$5,000	GARNET \$2,500
Recognition on all press releases and media pitches	•	Select Media Pitches				
Logo on event invitations and announcements	•	•				
Logo added to all event materials	•	•	Select Materials			
Logo on all gala promotional emails	Plus Link	Plus Link	•			
Sponsorship mention and tag on social media	•	•	•	Logo only		
Logo on gala landing page	Plus Link	Plus Link	•	•	•	Name Listed

NIGHT OF GALA PRESENCE

Opportunity for opening remarks	•					
Opportunity to play a video ad	•					
Verbal recognition from emcees	•	•	•			
Logo included in AV presentation	•	•	•	•	•	Name Listed
Ad spread in the virtual/printed program	Two pages	Full page	Full page	Quarter page	Name Listed	Name Listed
Allotted number of guest tickets	20	16	10	8	4	2
Allotted number of dog tickets	2	2	1	0	0	0

POST-EVENT RECOGNITION

Logo + Link featured in e-newsletter	•	•				
Logo featured in e-newsletter			•	•		
Company name listed in e-newsletter					•	•

Contact Us

A limited number of area sponsorships are available first come, first serve.
Please contact events@humanecharlotte.org for sponsorships, ad placements, or questions.