



# 18TH ANNUAL TIES & TAILS GALA

## Charlotte's Premier Event for Animal Lovers

On October 17th 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<br>\$12,500 | Pre-Party<br>\$10,000 | Photobooth<br>\$7,500 | Dessert<br>\$5,000<br>SOLD OUT | Live Music<br>\$5,000 | Dog Concierge<br>\$5,000 | Wine Toss<br>\$2,500<br>SOLD OUT | Place Card<br>\$2,500<br>SOLD OUT |
|-------------------------------------|----------------------------|-----------------------|-----------------------|--------------------------------|-----------------------|--------------------------|----------------------------------|-----------------------------------|
| <b>VISIBILITY</b>                   |                            |                       |                       |                                |                       |                          |                                  |                                   |
| 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 emcee                    | •         | •         | •         | •         | •         | •         | •         | •         |
| 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 |
| Allotted number of guest tickets                 | 10        | 10*       | 8         | 4         | 4         | 2         | 2         | 2         |
| Allotted number of dog tickets                   | 1         | 1         | 1         | 0         | 0         | 1         | 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<br>\$25,000<br>SOLD OUT | RUBY<br>\$15,000     | EMERALD<br>\$12,500 | SAPPHIRE<br>\$7,500 | TOPAZ<br>\$5,000 | GARNET<br>\$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            | ●                   | ●                   | ●                | ●                 |

## 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 | Half page | Half page | Half page   |
| 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](mailto:events@humanecharlotte.org) for sponsorships, ad placements, or questions.

**TIESANDTAILSGALA.ORG**