



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 \$12,500 SOLD OUT	Pre-Party \$10,000	Photobooth \$7,500	Dessert \$5,000 SOLD OUT	Live Music \$5,000	Dog Concierge \$5,000	Wine Toss \$2,500 SOLD OUT	Place Card \$2,500 SOLD OUT
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 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	4	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 \$25,000 SOLD OUT	RUBY \$15,000	EMERALD \$12,500	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	•	•	•	•

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 for sponsorships, ad placements, or questions.

TIESANDTAILSGALA.ORG