

The Mutt Gala



Everyone Will
Be Famous
For 15 Minutes

*Benefiting the
Erie Humane Society's
Outpatient
Medical Fund*

2024 SPONSORSHIP OPPORTUNITIES



ERIE HUMANE SOCIETY
RESCUE • REHABILITATE • REHOME

April 27, 2024
eriehumanesociety.org

EVENT OVERVIEW


The Erie Humane Society's annual Mutt Gala has set the bar for the trendiest gala in Erie! Not only do shelter pets show off their iconic style in a runway fashion show but guests receive lots of love and snuggles while getting their photo taken on our glamorous catwalk. All pets deserve to be famous, and this event is their 15 minutes to shine.

The Erie Humane Society's longstanding commitment to helping pets in need is made possible by the generosity of our community. As the longest standing no-kill animal shelter in Erie County, the Erie Humane Society relies solely on donations, grants and fundraising events to assist in providing life-saving medical care to hundreds of pets in need each year.

Proceeds from our annual Mutt Gala are restricted to pets in need of critical care. Funds raised from this event help EHS to fulfill our mission to rescue, rehabilitate and rehome pets so that they can go on to live the life they have always deserved.

Please join us in supporting our efforts.

Sincerely,



Nicole Leone
Executive Director

GALA SPONSORSHIP MARKETING -- BY THE NUMBERS

- The Gala invitation will be mailed to **1,000 people** and will be sent to our **email database of 1,700+**.
- **Media coverage from local news and radio stations** to feature the Gala on-air, reaching tens of thousands of people.
- **Over 41,000 EHS followers** on social media - sponsors represented with logos and announcements on EHS Facebook, Instagram, and TikTok.
- The event website receives **more than 10,000 views**.

GALA SPONSORSHIP LEVELS

<i>Platinum Collar:</i>	<i>\$8,000</i>	<i>Wine Pull:</i>	<i>\$2,500</i>	<i>Glam Squad:</i>	<i>\$1,000</i>
<i>Live Music:</i>	<i>\$4,000</i>	<i>Dog Concierge:</i>	<i>\$2,000</i>	<i>Very Important Pooch:</i>	<i>\$500</i>
<i>Catwalk:</i>	<i>\$3,000</i>				

PLATINUM COLLAR SPONSOR

\$8,000 (2 Available)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Logo displayed on roadside marquee
- Sponsor mention on news segments and advertising

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Full-page ad in program book (*inside front cover or inside back cover*) shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [5"W x 8"H - color]
- Tickets for eight guests to attend the Gala
- Company logo displayed on banner next to the Cat Walk

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



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LIVE MUSIC SPONSOR

\$4,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Live mentions on Wet Nose Wednesday segment, on HAPPI 92.7, three weeks leading up to the event

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Half-page ad in program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [5"W x 3.88"H - black/white]
- Tickets for six guests to attend the Gala
- Solo logo included during live music presentation
- Recognition from band during performance

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



CAT WALK SPONSOR

\$3,000 (MULTIPLE)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Live mentions on Finding Furever Families segment, on Erie News Now, three weeks leading up to the event

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Half-page ad in program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [5"W x 3.88"H - black/white]
- Tickets for four guests to attend the Gala
- Sponsor logo displayed prominently at Catwalk

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



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WINE PULL SPONSOR

\$2,500 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 23,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2022

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Half-page ad in virtual and printed program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [5"W x 3.88"H - black/white]
- Tickets for four guests to attend the Gala
- Company logo displayed prominently at the Wine Pull table
- Opportunity for physical presence at the Wine Pull table at the event
 - Physical presence and/or option to place items in wine bags

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



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DOG CONCIERGE SPONSOR

\$2,000 (EXCLUSIVE SPONSORSHIP OPPORTUNITY)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Recognition for sponsoring and showcasing the pet fashion for the Mutt Gala

Night of Gala Presence

- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Half-page ad in program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [5"W x 3.88"H - black/white]
- Logo can be worn by Dog Concierge volunteers
- Tickets for two guests to attend the Gala
- Signage and logo placed at Dog Concierge table recognizing company for sponsoring pet fashion for the evening

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



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GLAM SQUAD SPONSOR

\$1,000 (MULTIPLE)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Recognition for sponsoring pre-gala "Prep and Primp" for pets attending the Gala

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Quarter-page ad in virtual and printed program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [2.38"W x 3.88"H - black/white]
- Tickets for two guests to attend the Gala
- Company logo displayed at Glam Squad table where donations will be collected for shelter pups' grooming glow-ups

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)



VERY IMPORTANT POOCH SPONSOR

\$500 (Multiple)

Pre-Event Visibility

- One sponsorship mention on Facebook, Instagram, and TikTok including link to sponsor's webpage and tag on respective social & event pages
 - 41,000+ followers
- Company logo and link on Gala landing page at eriehumanesociety.org through August 2024
- Sponsor will provide grab & go goody bags for dogs of registered attendees (attendees' dogs do not attend the event)
 - Or opportunity to limit to an agreed number of goody bags
- Opportunity for presence at Wine Pull/Goody Bag pick-up

Night of Gala Presence

- Verbal recognition from emcees during the program
- Logo included in AV presentation (*High Resolution Logo provided by sponsor*)
- Quarter-page ad in virtual and printed program book shared with all attendees and emailed out to all EHS supporters (1,700+ subscribers)
 - Ad provided by sponsor [2.38"W x 3.88"H - black/white]
- Tickets for two guests to attend the Gala

Post-Event Recognition

- Company mention in post-event e-newsletter
 - (1,700+ subscribers)





ERIE HUMANE SOCIETY

RESCUE • REHABILITATE • REHOME

2024 SPONSORSHIP FORM **YES!**

We will sponsor the 2024 Mutt Gala to benefit the Erie Humane Society on April 27, 2024.

SPONSORSHIP OPPORTUNITIES:

- | | | |
|---|---|--|
| <input type="radio"/> \$8,000 Platinum Collar | <input type="radio"/> \$2,500 Wine Pull | <input type="radio"/> \$1,000 Glam Squad |
| <input type="radio"/> \$4,000 Live Music | <input type="radio"/> \$2,000 Dog Concierge | <input type="radio"/> \$500 Very Important Pooch |
| <input type="radio"/> \$3,000 Catwalk | | |

PAYMENT INFORMATION:



I would like to pay for my sponsorship / donation with:



A Check (payable to the Erie Humane Society)

Mail to: Erie Humane Society, ATTN: Mutt Gala, 2407 Zimmerly Road, Erie, PA 16506



Credit Card

Card #: _____ - _____ - _____ Exp.: _____

CVV#: _____ Authorized Signature: _____



I can attend, and will purchase _____ tickets at \$95.00 each. Total: _____



I cannot attend, but will support the event: \$ _____
(All donations are tax deductible)

CONTACT INFORMATION:

primary sponsor contact

company/organization name

address

city

state

zip

phone

email

Please email high resolution logo to emily@eriehumanesociety.org (JPG/PNG/PDF/EPS files preferred)

PLEASE RETURN COMPLETED FORM TO:

ERIE HUMANE SOCIETY
ATTN: NICOLE LEONE, EXECUTIVE DIRECTOR
2407 ZIMMERLY ROAD | ERIE, PA 16506