

SPONSOR OPPORTUNITIES

Food Tastings, Libations, Music,
Silent and Live Auction and More!

SATURDAY, OCTOBER 20TH, 2017

ROARING ZO'S PAWTY

A GALA TO BENEFIT THE ANIMALS



PRESENTED BY

HUGHEY
LAW GROUP

5:00PM - 6:00PM VIP Reception

6:00PM - 10:00PM Main Event



The Sacramento SPCA's Roaring 20's Pawty

A Gala to Benefit the Animals

Saturday, October 28, 2017

The Sacramento SPCA Campus

6201 Florin Perkins Road,

Sacramento, CA 95828

The Sacramento SPCA's Roaring 20's Pawty is our annual fall fundraiser event held at the shelter to raise much needed funds to help the animals and people we serve. As a private non-profit organization, the Sacramento SPCA receives no federal, state or government funding. We operate solely on private donations, sponsorships, grants and bequests, in addition to adoption and other program fees.

The evening features silent and live auctions that allow attendees to bid on faraway destinations, exclusive services, fabulous goods and tasty cuisine. This year will also include live brass band music, casino gaming tables, libations, food tastings and more! By bringing the festivities to the shelter, guests have the opportunity to connect directly with the organization's mission, staff, volunteers and animals in a unique and intimate way.

As a sponsor of the event you will be able to connect directly to your community and support one of the oldest and most respected animal welfare non-profits in the region. This packet outlines all available options for partnership, ranging from silent auction donations to category exclusivity as one of our major sponsors. We would love to work with you to select the best sponsorship level to suit your needs. We can also customize a partnership that would be meaningful to your business and demonstrate your involvement as a leader in the community.

For questions and/or customized packages, please contact Kristi Maryman, Events Manager at 916-504-2802 or via email kmaryman@spsca.org.

Thank you for your consideration and support for animals in need. Together, we can continue to give more than shelter to animals entrusted to our care.



About the Sacramento SPCA



The mission of the Sacramento SPCA

To foster a loving and compassionate community for animals and people by providing assistance, creating lifelong relationships, and saving lives.

Since 1894, we've worked to reduce pet overpopulation through affordable spay/neuter services, promote the humane treatment of animals through education and outreach, and assist pet owners through a variety of programs and services designed to keep pets and their families together for life.

Organizational Reach

As an event sponsor you will have access to our widespread network of supporters through social media and email marketing. In 2017, the Sacramento SPCA is reaching more than 93,000+ followers via Facebook, Instagram and Twitter. We also receive 70,000+ monthly website hits and have 71,000+ email subscribers. As a sponsor you also have the opportunity to be highlighted in Heartline Magazine, a quarterly publication sent to over 18,000+ households and receive direct marketing to 600+ guests during the Pawty through signage and other creative marketing elements.

About the Gala's Presenting Sponsor



Hughey Law Group is the 2017 "Dogfather" Gala Presenting Sponsor.

Hughey Law Group is a prominent firm specializing in general business, complex commercial, intellectual property, media management, and real property law. The firm endeavors to partner with entrepreneurs and businesses large and small to protect and advocate wherever business goals and legal challenges intersect. HLG attorneys and staff earned and maintain excellent reputations having reimagined top-tier law firm culture and superior practice delivery and transforming those concepts into realities. The result is a truly client-driven, high-impact practice guided by the philosophy that as each client succeeds, so too does HLG.

In recent years alone, Hughey Law Group leadership has been honored as recipient of Sacramento Magazine 2016 Top Lawyer for Business Litigation, selection as 2017 Super Lawyer (awarded to only 5% of California attorneys), and recipient of Sacramento Magazine 2017 Top Lawyer in two separate categories: Business Litigation and Intellectual Property Litigation.

Hughey Law Group also strives to operate as a purpose-driven firm, donating substantial time and resources supporting several philanthropic organizations, chief among them being the Sacramento SPCA. HLG was the Sacramento SPCA's 2016 Hollywoof Gala, VIP Reception Sponsor, and we are very happy the firm is partnering with us again and serving as this year's Roaring 20's Pawty Presenting Sponsor.

2017 Roaring 20's Pawty Sponsorship Levels

THE DOGFATHER, PRESENTING SPONSOR: \$25,000.00 Exclusive Sponsor Level

- ❖ 30 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Recognition as the presenting sponsor from stage during main program (opportunity to speak)
 - ❖ Logo on all main event screens and photo backdrop area
 - ❖ Logo on front cover of event program and full page ad in the event program
 - ❖ Logo on all printed postcards and invitations and on all print and electronic media ads
 - ❖ Presenting sponsor recognition on event landing webpage and sponsor page
 - ❖ Inclusion in all event email blasts and guest communication
 - ❖ Gracie's Adoption Building "Adopt a Kennel" sign for one year
 - ❖ 3 exclusive Facebook posts on SSPCA page (1) and Gala page (2)
-

HIGH HAT, VIP RECEPTION SPONSOR: \$10,000.00 Exclusive Sponsor Level

- ❖ 20 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Exclusive recognition and logo placement on main screens during the 1 hour VIP reception hour (in addition to rotating sponsor recognition throughout the evening)
 - ❖ VIP reception sponsor signage upon entering the main VIP tent and photo backdrop area
 - ❖ Logo integrated on every VIP table of ten (e.g. centerpieces, table numbers, or party favor etc.)
 - ❖ Recognition from stage during main program
 - ❖ Full page ad in event program and sponsor logo inside the event program
 - ❖ VIP reception sponsor recognition on sponsor webpage and VIP reception details tab
 - ❖ Logo on postcards and invitations as VIP reception sponsor
 - ❖ Gracie's Adoption Building "Adopt a Kennel" sign for one year
 - ❖ 2 exclusive Facebook posts on SSPCA page (1) and Gala page (1)
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THE BEE'S KNEES SPONSOR LEVEL: \$5,000.00 Exclusive Sponsor Level (choose one)

You choose from one of the three exclusive options:

- ❖ **CANDID CAMERA PHOTOGRAPHY SPONSOR**

- ❖ Main event photo backdrop logo placement for lasting exposure and social media sharing!

- ❖ **BANK ROLL GAMING TENT SPONSOR**

- ❖ Exclusive casino gaming tent signage (e.g. poster boards, coasters, table signs etc.).

- ❖ **COOL CAT & DAPPER DOG ADOPTIONS CENTER SPONSOR**

- ❖ Exclusive signage throughout the adoption center's cat, dog and small animal kennels

This level will receive all of the benefits below and include specific recognition and signage for the selected sponsor area of your choice (listed above):

- ❖ 10 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Recognition from stage during main program
 - ❖ Half page ad in event program and logo inside the program
 - ❖ Sponsor recognition on event webpage
 - ❖ Gracie's Adoption Building "Adopt a Kennel" sign for one year
 - ❖ 1 exclusive Facebook post on SSPCA Gala page highlighting your sponsored area
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THE CAT'S MEOW SPONSOR LEVEL - \$2,500.00 **Exclusive Sponsor Level (choose one)**

You choose from one of the four exclusive options:

❖ THE JUICE JOINT BAR SPONSOR

- ❖ Exclusive signage at the main Gala bar – a highlight of everyone's night!

❖ SPAY & NEUTER CLINIC SPONSOR

- ❖ Exclusive signage outside and inside the clinic facility – tours are offered throughout the night!

❖ VIP SWANKY SWAG SPONSOR

- ❖ Exclusive logo placement on each VIP guest sWAG bag and an opportunity to place branded item into each bag

❖ HAIR OF THE DOG AFTER PAWTY SPONSOR

- ❖ Exclusive signage throughout the after PAWty tent and opportunity for branded activation station and/or branded promotional items

This level will receive all of the benefits below and include specific recognition and signage for the selected sponsor area of your choice (listed above):

- ❖ 6 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Quarter page ad in event program
 - ❖ Sponsor logo inside of the event program
 - ❖ Sponsor recognition on event webpage
 - ❖ 1 Facebook post on SSPCA Gala page highlighting your sponsored area (may be combined with other sponsors or special announcements)
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PURR-ING ON THE RITZ SPONSOR LEVEL: \$1,500.00

- ❖ 4 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Quarter page ad in event program
 - ❖ Sponsor logo inside of the event program
 - ❖ Sponsor recognition on the event webpage
-

THE REAL McCoy SPONSOR LEVEL: \$1,000.00

- ❖ 2 VIP ticket admissions and exclusive VIP check-in and reception hour
 - ❖ Name listed in event program
 - ❖ Sponsor recognition on the event webpage
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HAWT DOG! SPONSOR LEVEL: \$500.00

- ❖ 2 GENERAL ticket admissions
 - ❖ Name listed in event program
 - ❖ Sponsor recognition on the event webpage
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The Sacramento SPCA's Roaring 20's Pawty – A Gala to Benefit the Animal SPONSORSHIP AGREEMENT

SPONSORSHIP LEVEL SELECTION



Presenting Sponsor: The Dogfather (\$25,000)

High Hat VIP Reception Sponsor (\$10,000)

The Bee's Knees Sponsor Level (\$5,000)

Please select one of the below and confirm with event staff that your selection is still available:

Candid Camera Photography Sponsor

Bank Roll Gaming Sponsor

Cool Cat & Dapper Dog Adoptions Center Sponsor

The Cat's Meow Sponsor Level (\$2,500)

Please select one of the below and confirm with event staff that your selection is still available:

The Juice Joint Bar Sponsor

Spay & Neuter Clinic Sponsor

VIP Swanky Swag Sponsor

Hair of the Dog After Pawty Sponsor

Purr-ing on the Ritz Sponsor Level (\$1,500)

The Real McCoy Sponsor Level (\$1,000)

Hawt Dog! Sponsor Level (\$500)

BUSINESS & PRIMARY POINT OF CONTACT INFORMATION

Company Name: _____

Primary Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT METHOD

Please invoice me

Credit card payment via phone; Or credit card via event website [here](#).

My check is enclosed (made payable to the Sacramento SPCA)

Cash (hand-delivery preferred)

RETURN TO

MAIL:

Sacramento SPCA

Attn: Gala 2017

6201 Florin Perkins Road, Sacramento CA

95828

SCAN/EMAIL:

Kristi Maryman @ kmaryman@sspca.org

FAX:

916-383-7062

To guarantee placement on marketing and promotional materials, please submit your sponsorship agreement and logo by September 29, 2017. Please contact our Events Department at (916) 504-2802 or by email (Kristi Maryman – Special Events Manager) kmaryman@sspca.org for questions and to confirm your participation.