

Dear Potential Sponsor,

On behalf of the Humane Society of the Treasure Coast, thank you for considering sponsoring the annual Paws & Claws Gala. This is our most prestigious fundraising event of the year that helps raise more than \$250,000. Proceeds help provide safe shelter, food, and veterinary care for more than 5,000 abused, abandoned and neglected animals that come through our doors annually. Funds raised also help support our community outreach programs, such as the award winning 'Paws to Read' literacy program.

The 14<sup>th</sup> annual Paws & Claws Gala will take place on **Saturday, February 9, 2019** at the new **Hutchinson Shores Resort & Spa** with more 220 attendees made of our top donors and supporters. Attendees will enjoy a fun night of food, entertainment, dancing, an online silent auction, and a live auction with esteemed auctioneer, Elliot Paul. This year's theme is 'Salty Dogs & Cat-A-Marans'.

**The success of our shelter and our programs depend entirely upon community support.** We're not affiliated with any other humane society, nor funded by the Humane Society of the United States. We cannot do it without you.

**We hope that you see our sponsorship opportunities as a "partnership"** and a mutually beneficial relationship for both parties. Please keep in mind that these packages are completely customizable to fit the needs of your business.

**We want to work with you** to get your business the most exposure possible and to meet your budget and marketing needs. We have several other events and programs that could use your support so ask about our annual sponsorship packages so we can maximize your exposure. It's a win-win!

**We appreciate your consideration** and your support for our community. We look forward to partnering with you soon.

Thank you for being a friend to the animals!

**Candace Callahan**

*Corporate Gifts Officer*

Humane Society of the Treasure Coast

P | 772-600-3216 E | [ccallahan@hstc1.org](mailto:ccallahan@hstc1.org)

*Committee Volunteer*

Humane Society of the Treasure Coast  
**'Salty Dogs & Cat-A-Marans'**  
2019 Paws & Claws Gala

## Event Information

### EVENT LOCATION:

**When:** Saturday, February 9, 2019 from 6:00 – 11:00 p.m.

**Where:** Hutchinson Shores Resort & Spa, Jensen Beach, FL.

For Sponsorship opportunities, Ticket sales, room reservations, or to donate to our auctions, visit, [www.hstc1.org/gala](http://www.hstc1.org/gala).

### EVENT OVERVIEW:

The 14<sup>th</sup> annual Paws & Claws Gala is the most successful, prestigious, well-attended fundraiser benefiting the longest and largest animal nonprofit in the tri county area. The Paws & Claws Gala combines fun, networking and appreciation in a fun and spirited evening with a goal to raise critical funds for our shelter pets in need. Funds raised go to help support our adoption, low cost spay/neuter program, community education programs and our lifesaving, Emergency Medical Fund. These programs have allowed us to service more than 5,000 animals each year and conduct more than 20,000 surgeries since opening our surgical unit in 2013.

### 2018 AUDIENCE PROFILE:

- Active, compassionate and fun loving animal enthusiasts
- Attendees between ages 38-75, including families with children, professionals and retirees
- Socially conscientious business owners and organizations
- Major donors, community and civic leaders

### EVENT FEATURES:

- Over 200 attendees
- An interactive Silent Auction using an electronic bidding system on attendees smartphones
- A cocktail reception, with full bar
- A three course sit down dinner
- Live Auction with exciting trips and excursions, one of a kind jewelry and naming opportunities
- Live Music and Dancing

### EVENT PROMOTION:

- Save the Dates mailed to more than 2,000 recipients
- Invitations mailed to more than 1,000 existing 'HSTC' supporters
- Electronic Billboard ad at Kanner Hwy and Monterey Rd. in Stuart
- Stuart Magazine, Stuart News, Luminaries, Lyric Theater program and Wagging Tales magazine
- HSTC Facebook with more than 23,000 followers and paid for ads; HSTC Website
- TCPalm.com 24 hour push down take-over
- Chamber e-blasts; Stuart Martin, Hobe Sound, and Palm City
- Stuart Chamber, TCPalm and Stuart Magazine digital banner ads

MAIN SHELTER: 4100 SW Leighton Farm Ave. Palm City, FL. 34990  
P | 772-223-8822 FAX | 772-220-3610  
[www.hstc1.org](http://www.hstc1.org)

Humane Society of the Treasure Coast  
**'Salty Dogs & Cat-A-Marans'**  
2019 Paws & Claws Gala

## SPONSORSHIP OPPORTUNITIES

### **'Canine Captain' Sponsor \$20,000** (underwrites Senior Pet Adoptions for 1 year)

- Recognition as “Presenting Sponsor of the 2019 Paws & Claws Gala” in all promotional vehicles and press before, during and after the event
- Company name displayed on shelter’s marquee promoting the gala
- Multiple “Thank you” acknowledgements at event
- Invitation for (8) to the Sponsor & Donor Appreciation Evening- **January 27, 2019**
- Logo displayed on gala ‘Save the Dates’, Invitations, Step-and-Repeat and other event signage
- Table for (8) with premier seating at the Paws & Claws Gala
- Your Pet featured on the Cover of the full color, high quality Gala program; *Clawsmopawlitan* (subject to availability)
- Full page, color Ad in *Clawsmopawlitan*
- Business Logo displayed on the event auction website; OneCause (*Corporate Sponsors only*)
- Business Logo with Hyperlink on Home Page of HSTC Website for (1) Year
- Business Logo with Hyperlink on Corporate Giving page of HSTC Website for (1) Year
- Full page, color Ad in *Wagging Tales* Magazine for all (3) issues (*Corporate Sponsors only*)
- Featured in ‘Sponsor Spotlight’ article in (1) issue of *Wagging Tales*
- Promotional social media video promoting your involvement with HSTC
- Multiple shout outs on all HSTC Social Media Sites throughout the year
- Business Logo displayed on each HSTC monthly e-blasts
- Year round Sponsor recognition at each of HSTC’s Signature Events: (*Corporate Sponsors only*)
  - **Mutt March & 5K- March**
  - **Southeast Bunfest- April**
  - **Pup Crawl- August**
  - **Kitty Catalina Wine Mixer- September**
  - **Pooch Plunge- December**
- Prominent logo placement on each signature event’s printed marketing materials and registration websites
- Banner displayed at each signature event listed above (*excluding Paws & Claws*)
- Free entries to each signature event listed above
- Vendor booth at Mutt March – **March 23, 2019**
- 8x8 engraved paver in HSTC Memorial Garden
- *Other customized sponsor benefits depending on program and business needs*

### **‘Radar Rescuer’ Sponsor \$10,000 (supports our low cost Spay & Neuter program)**

- Recognition as “Presenting Sponsor” for specific segments of the Paws & Claws Gala in all promotional vehicles and press before, during and after the event
- Invitation for (4) to the Sponsor & Donor Appreciation Evening- **January 27, 2019**
- Logo displayed on gala ‘Save the Dates’, Invitations, Step-and-Repeat and other event signage
- Table for (8) with premier seating at the Paws & Claws Gala
- Centerfold spread in the high quality Gala program; *Clawsmopawlitan (subject to availability)*
- Business Logo displayed on the event auction website; OneCause *(Corporate Sponsors only)*
- Business Logo with Hyperlink on Home Page of HSTC Website for (1) Year
- Business Logo with Hyperlink on Corporate Giving page of HSTC Website for (1) Year
- Half page, color Ad in *Wagging Tales* Magazine for (3) Issues *(Corporate Sponsors only)*
- Sponsor recognition at these HSTC Signature Events: *(Corporate Sponsors only)*
  - **Mutt March & 5K- March**
  - **Southeast Bunfest- April**
  - **Kitty Catalina Wine Mixer- September**
- Prominent logo placement on each signature event’s printed marketing materials and registration websites
- Recognition on HSTC Gala, Mutt March, Bunfest and Wine Mixer Facebook event pages
- Banner displayed at each signature event listed above *(excluding Paws & Claws)*
- Free entries to each signature event listed above
- Vendor booth at Mutt March – **March 23, 2019**
- *Other customized sponsor benefits depending on program and business needs*

### **‘Lifesaving Companion’ Sponsor \$7,500 (sponsors adoptions for 3 months)**

- Recognition in all promotional vehicles and press before, during and after the event
- Invitation for (4) to the ‘Sponsor & Donor Appreciation Evening’- **January 27, 2019**
- Logo displayed on gala Save the Dates, Invitations, Step-and-Repeat and other event signage
- (4) tickets with premier seating at the Paws & Claws Gala
- Full page, color Ad in the high quality *Gala* program; *Clawsmopawlitan*
- Business Logo displayed on the event auction website; OneCause *(Corporate Sponsors only)*
- Business Logo with Hyperlink on Home Page of HSTC Website for (1) Year *(Corporate Sponsors only)*
- Business Logo with Hyperlink on Corporate Giving page of HSTC Website for (1) Year *(Corporate Sponsors only)*
- Half page, color Ad in *Wagging Tales* Magazine for (3) Issues *(Corporate Sponsors only)*
- Sponsor recognition at these HSTC Signature Events: *(Corporate Sponsors only)*
  - **Mutt March & 5K- March**
  - **Southeast Bunfest- April**
- Prominent logo placement on each signature event’s printed marketing materials and registration websites
- Recognition on HSTC Gala, Mutt March and Bunfest Facebook event pages
- Banner displayed at each signature event listed above *(sponsor provides, excluding Paws & Claws)*
- Free entries to each signature event listed above
- Vendor booth at Mutt March – **March 23, 2019**
- *Other customized sponsor benefits depending on program and business needs*

### **‘Purr-fect Pirate’ Sponsor \$5,000 (supports our Humane Education programs)**

- Recognition in all promotional vehicles and press before, during and after the event
- Invitation for (2) to the ‘Sponsor & Donor Appreciation Evening’- **January 27, 2019**
- Logo displayed on gala Invitation (*Corporate Sponsors only*)
- (4) tickets with premier seating at the Paws & Claws Gala
- Listing in sponsor section of Gala program, *Clawsmopawlitan*
- Half page, color Ad in the high quality Gala program - **upgrade ad to a full page for \$100**
- Business Logo displayed on the Gala auction website; OneCause (*Corporate Sponsors only*)
- Business Logo with Hyperlink on Corporate Giving page of HSTC Website for (1) Year (*Corporate Sponsors only*)
- Quarter page, color Ad in *Wagging Tales* Magazine for (3) Issues (*Corporate Sponsors only*)
- Sponsor recognition at **Mutt March & 5K – March 23, 2019** (*Corporate Sponsors only*)
- Prominent logo placement on Mutt March printed marketing materials and registration websites
- Recognition on HSTC Gala and Mutt March Facebook event pages
- Banner displayed at Mutt March listed above (*sponsor provides, excluding Paws & Claws*)
- Vendor booth at Mutt March including (2) free entries

### **‘Galley Cat’ Sponsor \$2,500 (provides food for the shelter pets for 1 month)**

- Invitation for (2) to the ‘Sponsor & Donor Appreciation Evening’- **January 27, 2019**
- (2) tickets with premier seating at the Paws & Claws Gala
- Listing in sponsor section of Gala program, *Clawsmopawlitan*
- Quarter page, color Ad in the high quality Gala program- **upgrade ad to a full page for \$200**
- Business Logo displayed on the event auction website; OneCause (*Corporate Sponsors only*)
- Business listed with Hyperlink on Corporate Giving page of HSTC Website for (1) Year (*Corporate Sponsors only*)
- Quarter page, color Ad in *Wagging Tales* Magazine for (2) Issues (*Corporate Sponsors only*)
- Recognition on HSTC Facebook Gala event page (*Corporate Sponsors only*)
- Thank you acknowledgment in all post event recap in *Wagging Tales* Magazine

### **‘Guppy Puppy’ Sponsor \$1,000 (underwrites 6 Shelter Pet adoption fees)**

- Invitation for (2) to the ‘Sponsor & Donor Appreciation Evening’- **January 27, 2019**
- (2) Tickets with premier seating at the Paws & Claws Gala
- Listing in sponsor section of Gala program, *Clawsmopawlitan*
- Quarter page, color Ad in the high quality Gala program - **upgrade ad to a full page for \$200**
- Business Logo displayed on the event auction website; OneCause (*Corporate Sponsors only*)
- Thank you acknowledgment in post event recap in *Wagging Tales* Magazine

## **In-Kind Sponsorship Opportunities... Auction Donations, Services or Promotion**

In-Kind Sponsors are essential in making the Paws & Claws Gala a successful event, helping us raise the most money possible for our shelter pets, while keeping our expenses low.

A customized sponsorship package will reflect the time, products or services donated for this purpose.

**For more sponsorship information, or for a more customized package, please contact:**

Candace Callahan, *Corporate Gifts Officer*

P | 772-600-3216 E | [ccallahan@hstc1.org](mailto:ccallahan@hstc1.org)

[www.hstc1.org/corporategiving](http://www.hstc1.org/corporategiving)

Humane Society of the Treasure Coast  
**2019 Paws & Claws Gala**  
**SPONSORSHIP AGREEMENT**

**CONTACT INFORMATION**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

**BILLING INFORMATION (IF DIFFERENT THAN ABOVE)**

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

**LEVEL OF SPONSORSHIP**

- Canine Captain: \$20,000
- Purr-fect Pirate: \$5,000
- Radar Rescuer: \$10,000
- Galley Cat: \$2,000
- Lifesaving Companion: \$7,500
- Guppy Puppy: \$1,000

**PAYMENT INFORMATION**

- Check enclosed
- Credit Card
- Payment Installments  
(levels of \$2,500 or more only)

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please mail completed form with payment:**  
Humane Society of the Treasure Coast (HSTC)  
Attn: Candace Callahan  
4100 SW Leighton Farm Ave. Palm City, FL. 34990

Your donation is tax deductible.  
You will receive an acknowledgement letter  
for your contribution upon receipt.  
Our Federal Tax ID is 59-0774235.



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