



Dear Potential Paws & Claws Sponsor,

On behalf of the Humane Society of the Treasure Coast, I personally want to thank you for considering sponsoring the annual Paws & Claws Gala. This is our most prestigious fundraising event each year and accounts for nearly three-percent of our annual revenue. Proceeds raised during this event help provide safe shelter, food and veterinary care for the more than 6,000 abused, abandoned and neglected animals that come through our doors annually while also supporting our community outreach programs, such as the award winning 'Paws to Read' literacy program.

The 16th annual Paws & Claws Gala will take place on **Saturday, March 6, 2021** at the **Marriott Hutchinson Island Beach Resort** for a *Bow-Wow-Meow Luau*. While we all adjust to a new normal as we navigate through the COVID-19 pandemic, we at the Humane Society of the Treasure Coast aim to remain present in the hearts and minds of the community. Therefore, even though the event will be very different than in years' past, we will try our best to bring people together, with safety being our top priority, for a fun, memorable and socially-distanced evening where guests will enjoy a thrilling performance by fire dancers, savor the tastes of tropical cuisine and even set sail on a special experience for VIP ticketholders!

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. Therefore, we need your help in achieving our mission: to *provide compassionate care and nurture the bond between people and pets.*

We hope that you see our sponsorship opportunities as a "partnership" and a mutually beneficial relationship for both parties.

We want to work with you as we develop a strategic marketing plan to meet your expectations while remaining within your annual budget.

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!



Sincerely,

Courtney Zanetti

Director of Community Outreach

Humane Society of the Treasure Coast

P | 772-600-3211 E | czanetti@hstc1.org

EVENT INFORMATION

When: Saturday, March 6, 2021

Time: 5:30 – 7:30 p.m.

Where: Marriott Hutchinson Island Beach Resort, Stuart, FL

More Info: www.hstc1.org/gala

EVENT OVERVIEW:

The annual Paws & Claws Gala is the most prestigious and successful animal welfare fundraiser along the Treasure Coast benefiting Martin County's only open access, no-kill, nonprofit animal welfare organization. The Paws & Claws Gala brings like-minded individuals together for an enchanting and memorable evening as friends of the animals join forces to raise critical funds for shelter pets in need. Funds raised also help support the pet adoption program, low cost spay/neuter surgical program, a multitude of humane education programs and our lifesaving Emergency Medical Fund. All combined, these programs have continued to allow us to provide life-saving care and essential services to more than 6,000 animals each year.

2020 AUDIENCE PROFILE:

- Attendance = 276
- Active, compassionate and fun loving animal enthusiasts
- Adults between the ages of 38-75, such as young professionals, homemakers and retirees
- Socially conscientious business owners and organizations
- Major donors, community and civic leaders

2021 EVENT FEATURES:

- An interactive Silent Auction using an electronic bidding system on attendees smartphones
- A cocktail reception with premium bar
- Chef-prepared cuisine
- Live Entertainment
- Special VIP experience

2021 EVENT PROMOTION:

- Save the Dates emailed to all HSTC subscribers
- Invitations mailed to more than 1,000 HSTC supporters
- Electronic Billboard ad at Kanner Highway and Monterey Road in Stuart
- Stuart Magazine, Stuart News, Luminaries, Lyric Theatre program and *Wagging Tales* magazine
- HSTC Facebook with more than 23,000 followers
- TCPalm.com 24-hour push down take-over
- Chamber e-blasts: Stuart/ Martin, Hobe Sound and Palm City
- Stuart/ Martin Chamber and TCPalm digital banner
- Paid ads on Social Media



'THE BIG KAHUNA' \$20,000

- Recognition as “Presenting Sponsor” of the Paws & Claws Gala
- Company name displayed on shelter’s marquee promoting the gala
- Eight (8) VIP tickets to attend the Paws & Claws Gala
- Special “Thank You” acknowledgement during event
- Two (2) donor & sponsor appreciation gifts
- Business logo displayed on gala Invitation (**corporate sponsors only**)
- Business logo displayed on gala Step-n-Repeat Banner (**corporate sponsors only**)
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Your pet featured on the cover of the *Clawsmopawlitan* (**subject to availability**)
- Business logo with hyperlink on home page of HSTC website for one (1) year (**corporate sponsors only**)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (**corporate sponsors only**)
- One (1) company banner displayed at the shelter the entire month of the event (provided by sponsor)
- Business logo with full bio and hyperlink in all event e-blasts
- Business listing in event press release & media advisory
- Twelve (12) features in exclusive, weekend sponsor segment on Facebook
- Two (2) free entries to the all other HSTC signature events throughout the year
- Featured in ‘Sponsor Spotlight’ article in one (1) issue of *Wagging Tales*
- Business Logo displayed on HSTC monthly e-blasts
- 8x8 engraved paver in HSTC Memorial Garden
- Your pet featured on the cover of one issue of *Wagging Tales*
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition on HSTC website and social media platforms
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)
- Recognized as an annual sponsor in end-of-year annual impact report for 2020-2021

'THE ROYAL HAWAIIAN' \$10,000

- Recognition as “Sponsored by...” the special segment of your choosing for the Paws & Claws Gala
- Eight (8) VIP tickets to attend the Paws & Claws Gala
- Special “Thank You” acknowledgement during event
- Two (2) donor & sponsor appreciation gifts
- Business logo displayed on gala Invitation (**corporate sponsors only**)
- Business logo displayed on gala Step-n-Repeat Banner (**corporate sponsors only**)
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Centerfold spread in the *Clawsmopawlitan* (**subject to availability**)
- Business logo with hyperlink on home page of HSTC website for one (1) year (**corporate sponsors only**)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (**corporate sponsors only**)
- One (1) company banner displayed at the shelter the entire month of the event (provided by sponsor)
- Business logo with byline and hyperlink in all event e-blasts
- Business listing in event press release & media advisory
- Twelve (12) features in exclusive, weekend sponsor segment on Facebook
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition on HSTC website and social media platforms
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)
- Recognized as an annual sponsor in end-of-year annual impact report for 2020-2021

'THE HULA HERO' \$7,500

- Four (4) VIP tickets to attend the Paws & Claws Gala
- Two (2) donor & sponsor appreciation gifts
- Business logo displayed on gala Invitation (**corporate sponsors only**)
- Business logo displayed on gala Step-n-Repeat Banner (**corporate sponsors only**)
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Full-page, full-color ad in the *Clawsmopawlitan*
- Business logo with hyperlink on home page of HSTC website for one (1) year (**corporate sponsors only**)
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (**corporate sponsors only**)
- One (1) company banner displayed at the shelter the entire month of the event (provided by sponsor)
- Business logo with hyperlink in all event e-blasts
- Business listing in event press release & media advisory
- Quarterly (4) features in exclusive, weekend sponsor segment on Facebook
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition on HSTC website and social media platforms
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

‘SLICE OF PARADISE’ \$5,000

- Two (2) VIP tickets to attend the Paws & Claws Gala
- One (1) donor & sponsor appreciation gift
- Business logo displayed on gala Invitation (**corporate sponsors only**)
- One (1) company banner displayed at the shelter the entire month of the event (provided by sponsor)
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Half-page, full-color ad in the *Clawsmopawlitan*
- Business logo with hyperlink on Corporate Giving page of HSTC website for one (1) year (**corporate sponsors only**)
- Business listing in event press release & media advisory
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition on HSTC website and social media platforms
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

‘ISLAND JUMPER’ \$2,500

- Two (2) tickets to attend the Paws & Claws Gala
- One (1) donor & sponsor appreciation gift
- One (1) company banner displayed at the shelter the entire month of the event (provided by sponsor)
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Quarter-page, full-color ad in the *Clawsmopawlitan*
- Business listing in event press release & media advisory
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition on HSTC website and social media platforms
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)

‘SURF’S UP SPONSOR’ \$1,000

- Two (2) Tickets to attend the Paws & Claws Gala
- Event sponsor recognition in the insert of the *Clawsmopawlitan*, the gala’s keepsake program
- Business listing in event press release & media advisory
- Business logo displayed on the event auction website (**corporate sponsors only**)
- Event sponsor recognition in all post-event collateral (*Wagging Tales*, newspaper, etc.)
- Event sponsor recognition on HSTC website and social media platforms

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, please contact,
Courtney Zanetti, *Director of Community Outreach*
P| 772-600-3211 E | czanetti@hstc1.org

Humane Society of the Treasure Coast 2021 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 SUPPORT

- The Big Kahuna: \$20,000
- The Hula Hero: \$7,500
- Island Jumper: \$2,500
- Royal Hawaiian: \$10,000
- Slice of Paradise: \$5,000
- Surf's Up: \$1,000

PAYMENT INFORMATION

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

Cardholder Name: _____

Card Number: _____ Exp: ____ / ____ CVC: ____

Signature: _____

Please mail completed form with your tax deductible gift to:

Humane Society of the Treasure Coast (HSTC)
Attn: Courtney Zanetti
4100 SW Leighton Farm Avenue, Palm City, FL 34990

**Your donation is tax deductible.
You will receive an acknowledgement letter with your annual giving statement.
Our Federal Tax ID is 59-0774235**