



Tails at Twilight 2021

Friday, October 29, 2021
6:00 pm to 11:00 pm

Palm Event Center • Pleasanton

Get ready for a treat at Valley Humane Society's 7th annual gala as we gather *in person* to celebrate the animals who touch our lives. This year's *Spooktacular Tails at Twilight* serves up a spirited evening, with a champagne reception featuring delectable hors d'oeuvres, followed by an elegant seated dinner. Bring your mask...costumes are optional!

Your support of this year's gala, as a event sponsor, helps build a brighter future for local animals and people. Take your pick from our sponsorship opportunities offering a variety of promotional benefits...plus the one-of-a-kind heartwarming satisfaction that comes from saving the life of a pet who just needs a second chance, or transforming the life of someone through the unconditional love of animals.

As of May 15, regulations require all guests to show proof of Covid-19 vaccination or a PCR or antigen test showing negative results, taken 24 to 72 hours before the event.

For more information please contact Will Anzenberger, Development Manager, at (925) 426-8656, ext. 123 or will@valleyhumane.org



Valley Humane Society is a 501(c)3 nonprofit animal welfare organization serving pets and people throughout the Tri-Valley area since 1987 with the support of individual private donations.

Envisioning a world in which every animal is loved and every person knows the love of an animal, Valley Humane Society creates a brighter future for cats and dogs by encouraging and strengthening the bond between people and pets. The organization rescues and rehabilitates companion animals, champions responsible caretaking, shares pets' soothing affections with people in need of comfort, and supports and preserves existing pet-guardian relationships. Whether you'd like to adopt an animal, share your passion for pets, or meet like-minded people, Valley Humane Society is *Your Means to a Friend*™.

Showcase Your Community Support at Valley Humane Society's



Tails at Twilight

2021 Gala Event

The Tri-Valley's Premier Event to Benefit Pets



At the beautiful Palm Event Center

Friday, October 29, 2021

Build your brand through our unique event sponsorship opportunities.



www.valleyhumane.org

Event Sponsorship Opportunities

All Exclusive Sponsor packages include recognition on general event signage, auction catalogue listing, and recognition on social media. Inclusion in certain promotional channels depends on submission date of sponsorship and materials. High-resolution logo artwork must be received by Valley Humane Society no later than August 15, 2021 for full inclusion in promotional materials. Email logo and website information to will@valleyhumane.org.

\$12,500 PRESENTING SPONSOR (EXCLUSIVE)

Recognition as Presenting Sponsor in all promotional materials and signage; featured in all event press releases publicizing your sponsorship and support for Valley Humane Society (VHS); social media promotion; Individual Name or Company Logo displayed on event webpage; live recognition at the event; 10 event tickets; and full-page color ad in auction catalogue.

\$10,000 GIVE HOPE (EXCLUSIVE)

Recognition as Give Hope Sponsor in all promotional materials and signage; featured in select press releases publicizing your sponsorship and support for Valley Humane Society (VHS); social media promotion; Individual Name or Company Logo displayed on event webpage; live recognition at the event; 10 event tickets; and full-page color ad in auction catalogue.

\$5,000 PLATINUM PAW

Recognition in all promotional materials and signage with large logo or name; included in all event press releases; social media promotion; Individual Name or Company Logo displayed on event webpage; live recognition at the event; 10 event tickets; and full-page color ad in auction catalogue.

\$3,500 TABLE WINE (EXCLUSIVE)

Host the evening's table wine! Reach attendees where they spend the bulk of their evening—at the dinner table. As the Table Wine sponsor, your name or logo will appear on every table in the event and you will receive 4 tickets to the event.

\$2,500 HEADS OR TAILS (EXCLUSIVE)

Provide one of the most entertaining moments of the evening as the Heads or Tails Sponsor. Guests donate to participate, then place their bets by putting their hands on their heads...or their "tails." A flip of the coin decides who moves on to the next round. All eyes are on the action during this hilarious game! Heads or Tails sponsor will be announced by the auctioneer and receive 4 event tickets.

\$2,500 GOLD BONE

Recognition in all promotional materials and signage with medium logo or name; live recognition at the event of your sponsorship and support for Valley Humane Society; Individual Name or Company Logo displayed on event webpage; half-page color ad in auction catalogue; 6 event tickets; and social media promotion.

\$1,000 SILVER BOWL

Recognition in all promotional materials and signage with small logo or name; quarter-page black and white ad in auction catalogue; name or logo displayed on event webpage; 2 event tickets; and social media promotion.

\$500 BRONZE COLLAR

Social media promotion of your sponsorship and support; name displayed on event webpage; 2 event tickets; and name listing in auction catalogue.

In-Kind Donation Opportunities

There are many ways to join in saving and enriching lives! Donate services, merchandise, or use of property as auction items, make a cash gift, or donate back your sponsor package tickets for resale. In-kind donors will be recognized in auction catalogue.

For more information please contact Will Anzenberger, Development Manager, at (925) 426-8656, ext. 123 or will@valleyhumane.org

GUEST DEMOGRAPHICS

Tails at Twilight attendees are community leaders, homeowners, and entrepreneurs. They are mindful of businesses that support Valley Humane Society. A majority are over 45 years old, are highly educated (i.e., more than 16 years of education), and have a median home value of approximately \$1.1 million.

55% Female/45% Male
35% are 45 years or older
26% are 45-54
10% are 65 years or older
67% are college graduates
21% hold a graduate degree or higher

VALLEY HUMANE SUPPORTERS

Our reach for sharing information about your company expands beyond the night of the event. Because you are investing in our lifesaving work, you should know that, in return, Valley Humane Society is committed to showcasing your business to our supporters as well as our event guests through the following communication channels:

Email List of more than 6,200 supporters
Avg. Weekly Facebook Page Reach: 3355
No. Facebook Followers: 5300+
Instagram Weekly Reach: 918

Fill out and remit form by mail to Valley Humane Society, 3670 Nevada Street, Pleasanton, CA 94566 or register online at valleyhumane.org. For more information, please contact Development Manager Will Anzenberger at (925) 426-8656, ext. 123 or by email at: will@valleyhumane.org.

- Yes! I would like to sponsor the 2021 Tails at Twilight gala in support of Valley Humane Society's programs and services.
 I would like to relinquish _____ of my sponsorship package event tickets to Valley Humane Society for sale to other attendees.
 I am unable to attend but I would like to donate in order for someone else to attend at \$150.
 I am unable to attend but I would like to contribute to assist your lifesaving and life-enriching work.
 I would like to donate product, services or an auction item. Please contact me at _____ (phone number).

Sponsor or Company Name: _____

Contact First: _____ Last: _____

Email: _____ Contact Phone: _____

Please provide social media account names for use in sponsorship recognition:

Facebook: _____ Twitter: _____

Instagram: _____ LinkedIn: _____

Please Specify Desired Sponsorship Level: _____