Tails at Twilight 2022
Saturday, October 29, 2022
6:00 pm to 11:00 pm

Palm Event Center • Pleasanton

Save the last dance for Valley Humane Society as our 8th annual gala goes Disco! Join us in celebrating the animals who touch our lives. You’ll dig this year’s solid-gold Tails at Twilight, from the champagne reception featuring delectable hors d’oeuvres, to the elegant seated dinner. Dress to impress in your funky best and get ready to boogie!

Your support of Tails at Twilight 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 in need of a second chance or transforming the life of someone through the unconditional love of animals.

Masks are currently no longer required, though restrictions are subject to change depending on county health requirements.

For more information please contact Will Anzenberger, Development Manager, at (925) 426-8656, ext. 333 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
2022 Gala Event

The Tri-Valley’s Premier Event to Benefit Pets

Saturday, October 29, 2022

At the beautiful Palm Event Center

Build your brand through our unique event sponsorship opportunities.

www.valleyhumane.org
### Event Sponsorship Opportunities

All Exclusive Sponsor packages include recognition on day-of event signage, website and 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, 2022 for full inclusion in promotional materials. Logos, ads, and website information will be collected subsequent to payment.

**Auction catalogue ad dimensions are based on a 3"x4" page size.**

#### $20,000 PRESENTING SPONSOR (EXCLUSIVE)

Recognition as Presenting Sponsor in all promotional materials and signage; featured in event press release 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; 30 event tickets; and full-page color ad in auction catalogue.

#### $10,000 GIVE HOPE (EXCLUSIVE)

Raise the stakes as the Give Hope Sponsor! The night's bidder paddles will feature your Individual Name or Company Logo. Recognition in promotional materials and signage; featured in event press release publicizing your sponsorship and support for Valley Humane Society; social media promotion; live recognition at the event; 10 event tickets; and half-page color ad in auction catalogue.

#### $10,000 CHAMPAGNE RECEPTION (EXCLUSIVE)

Host attendees from the get-go as the Champagne Reception Sponsor. Your Individual Name or Company Logo will greet event-goers on special signage, starting the evening off on the right foot as they check in and explore silent auction items. Champagne sponsor will be able to welcome guests and give a toast. Featured in event press release; recognition at the event; 10 event tickets; and half-page color ad in auction catalogue.

#### $5,000 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 10 tickets to the event.

#### $5,000 PLATINUM PAW

Recognition in promotional materials and signage with large logo or name; live recognition at the event of your sponsorship and support for Valley Humane Society; social media promotion; Individual Name or Company Logo displayed on webpage; 10 event tickets; and half-page color ad in auction catalogue.

#### $2,500 GOLD BONE

Recognition in promotional materials and signage with medium logo or name; Individual Name or Company Logo displayed on event webpage; quarter-page color ad in auction catalogue; 6 event tickets; and social media promotion.

#### $1,000 SILVER BOWL

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

### 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.

#### 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.

- 59% Female/41% Male
- 42% are 55-64
- 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 6,600 supporters
- Avg. Facebook Post Reach: 12,000 users/mo.
- No. Facebook Followers: ~5500
- No. Instagram Followers: 2,000+

To sign up for a sponsorship, or for more information, please contact Will Anzenberger, Development Manager, at (925) 426-8656, ext. 333 or will@valleyhumane.org