

Showcase Your Community Support at Valley Humane Society's

Tails at Twilight

2025 Gala Event

The Tri-Valley's Premier Event to Benefit Pets



At the beautiful Casa Real at Ruby Hill Winery

Saturday, April 12, 2025

You're invited to sponsor Valley Humane Society's **11th annual** Tails at Twilight Gala.



www.valleyhumane.org

A Compassionate Cause

Connect with the Tri-Valley's most passionate animal lovers.

Enjoy a night of fun and festivities while supporting the lifesaving programs and services of Valley Humane Society. Tails at Twilight brings together around 325 passionate and engaged animal lovers from throughout the Tri-Valley region, with loyal guests returning year after year to support a lifesaving cause.

Why consider a Tails at Twilight Gala sponsorship?

Valley Humane Society's Tails at Twilight Gala is an innovative and engaging way to reach a dedicated base of animal lovers, all while demonstrating your commitment to companion animals in need. With your support, Valley Humane will change the lives of thousand of people and animals this year by providing shelter and lifesaving veterinary care, training and mobilizing Canine Comfort Pet Therapy teams, offering supplies and resources to keep pets with their families, and so much more.



Event Sponsorship Opportunities

All 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 January 31, 2025 for full inclusion in promotional materials. Logos, ads, and website information will be collected subsequent to payment.

Auction catalogue ad dimensions are based on page size: 5" w x 8" h (full page), 5" w x 3.75" h (half page), and 2.25" w x 3.75" h (quarter page).

\$10,000 DIAMOND DISH

Recognition in promotional materials and signage with large logo or name; featured in event press release publicizing your sponsorship and support for Valley Humane Society; live recognition at the event and recognition in the event's visual presentation; social media promotion; Individual Name or Company Logo/link displayed on webpage through April 2025; 10 event tickets; and name listing and full-page color ad in auction catalogue.

\$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 and recognition in the event's visual presentation; social media promotion; Individual Name or Company Logo/link displayed on webpage through April 2025; 10 event tickets; and name listing and half-page color ad in auction catalogue.

\$2,500 GOLD BONE

Recognition in promotional materials and signage with medium logo or name; social media promotion; Individual Name or Company Logo/link displayed on webpage through April 2025 and recognition in the event's visual presentation; 6 event tickets; and name listing and quarter-page color ad in auction catalogue.

\$1,000 SILVER BOWL

Recognition in promotional materials and signage with small logo or name; social media promotion; Individual Name or Company Logo/link displayed on webpage through April 2025 and recognition in the event's visual presentation; 2 event tickets; and name listing and quarter-page black & white ad in auction catalogue.

\$20,000 PRESENTING SPONSOR (EXCLUSIVE)

Recognition as Presenting Sponsor in promotional materials and signage; featured in event press release publicizing your sponsorship and support for Valley Humane Society. Presenting sponsor will have the option to welcome guests with a toast. Social media promotion; Individual Name or Company Logo/link displayed on event webpage through April 2025. Live recognition at the event and in the event's visual presentation. Two bottles of sparkling wine at your tables; 20 event tickets; and full-page color ad on auction catalogue's rear cover.

\$10,000 GIVE HOPE SPONSOR (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; Individual Name or Company Logo/link displayed on event webpage through April 2025. Live recognition at the event and in the event's visual presentation. 10 event tickets; and half-page color ad in auction catalogue.

\$10,000 CHAMPAGNE SPONSOR (EXCLUSIVE)

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. Recognition in promotional materials and signage; featured in event press release publicizing your sponsorship and support for Valley Humane Society. Individual Name or Company Logo/link displayed on event webpage through April 2025. Live recognition at the event and in the event's visual presentation. Bottle of champagne for each guest at your table. 10 event tickets; and half-page color ad in auction catalogue.

\$7,500 TABLE WINE SPONSOR (EXCLUSIVE)

Host the evening's table wine! Reach up to 325 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. Name or Company Logo/link displayed on event webpage through April 2025 and recognition in the event's visual presentation. 10 tickets to the event; special name listing and half-page color ad in auction catalogue.

\$5,000 DESSERT SPONSOR (EXCLUSIVE)

Indulge your sweet tooth by ensuring each guest sees your edible logo on their dessert plate. Recognition in promotional materials and signage; featured in event press release publicizing your sponsorship and support for Valley Humane Society. Live recognition at the event and in the event's visual presentation. 10 tickets to the event; and half-page color ad in auction catalogue.

\$5,000 MEDIA SPONSOR (EXCLUSIVE)

Recognition in promotional materials and signage. Live recognition at the event and in the event's visual presentation. Social media promotion; Individual Name or Company Logo/link displayed on event webpage through April 2025. 10 tickets to the event; and name listing and full-page color ad 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.

**To sign up for a sponsorship, or learn more information, please contact
Claire Maniti, Development Manager, at (925) 426-8656, ext. 117 or cmaniti@valleyhumane.org**



Tails at Twilight 2025

Saturday, April 12, 2025 • 6:00 pm to 11:00 pm
Casa Real at Ruby Hill Winery • Pleasanton

Join Valley Humane Society for our 11th annual Tails at Twilight gala to celebrate the pets who touch our lives! This year's event theme is a Black & White Ball. The evening begins with a champagne reception and delicious hors d'oeuvres, followed by an elegant seated dinner. Guests enjoy live and silent auctions, activities, dancing, and more. Gather your friends and fellow animal lovers and dress to impress!

Valley Humane Society is a 501(c)3 nonprofit animal welfare organization serving pets and people throughout the Tri-Valley area since 1987. 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*[™].

GUEST DEMOGRAPHICS

Tails at Twilight attendees are prominent entrepreneurs, community leaders, and philanthropic leaders. They are mindful of businesses that support Valley Humane Society. A majority are over 45 years old, reside in the Tri-Valley area, and have a median home value of approximately \$1.7 million.

- 61% Female/39% Male
- Average age of attendees is 55 years old
- 18% are under 45
- 26% are 45-54
- 38% are 55-64
- 18% are 65 years or older

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 7,500 supporters
- No. Facebook Followers: 6,500+
- No. Instagram Followers: 3,500+
- Avg. Monthly Facebook Page Reach: 23,688 unique views

- Yes! I would like to sponsor the 2025 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 \$175.
- 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).

Name will be displayed in all sponsor materials as written below:

Sponsor or Company Name: _____

Sponsorship Contact First: _____ Last: _____

Email: _____ Contact Phone: _____

My logolad files will be provided by someone other than myself:

Marketing Contact: _____ Email: _____

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

Facebook: _____ Twitter: _____

Instagram: _____ LinkedIn: _____

Please Specify Desired Sponsorship Level: _____