

# 2019 EVENT SPONSORSHIP OPPORTUNITIES

NORTH SHORE ANIMAL LEAGUE AMERICA



JOIN US AND SAVE MORE LIVES



# WHAT WE DO

Since 1944, North Shore Animal League America has been saving the lives of defenseless dogs, cats, puppies, and kittens — over 1,000,000 to date. We have an unwavering commitment to Rescue, Nurture, Adopt and Educate.

- ◆ Animal League America is the world's largest no-kill animal rescue and adoption organization
- ◆ A leader in the no-kill movement, rescuing and rehabilitating animals instead of euthanizing them
- ◆ An innovator in animal welfare to create a more sustainable world for all companion animals
- ◆ A strong voice, elevating the status and promoting the acceptance of mixed-breed animals —Mutt-i-grees® — through advocacy and education
- ◆ A collaborative organization that's built a national network of shelter and rescue partners
- ◆ A trusted source for information, education, and resources that increase adoptions and enhance the lives of adopters and their pets
- ◆ Provide a world-class humane education program

# OUR IMPACT

- ◆ In the last **75 years**, the lives of more than **1 million** animals have been saved
- ◆ In a single year, our medical staff performed **58,000** exams and vaccinated **65,000** animals to help prevent disease
- ◆ Every year, we place nearly **18,000** pets into loving homes
- ◆ Our Mutt-i-grees Curriculum reaches more than **3 million** students to create future generations of informed and empathetic adopters
- ◆ Teamed up with more than **2,000** shelter partners around the world to save lives
- ◆ **42,000** adoptions are facilitated through our nationwide adoption events
- ◆ More than **200** foster parents providing nearly **500** animals a loving home
- ◆ Each year, **500** volunteers spend over **50,000** hours improving the lives of our animals

# WHY GET INVOLVED?

In addition to the satisfaction of knowing they are helping animals in need, companies are able to reach target audiences through our vast marketing efforts. We promote our sponsors whenever possible leading up to, during, and after an event to give companies maximum visibility.

## Marketing Reach:

- ◆ **Email Reach:** 800,000
- ◆ **Social Media**
  - 2,500,000 Facebook
  - 112,000 Instagram
  - 60,000 Twitter
- ◆ **Website Hits:** 225,000 monthly visits to Animal League America's homepage
- ◆ **Paw Prints Newsletter:** Distribution of 180,000 quarterly
- ◆ Geotargeted national print and radio outreach throughout United States
- ◆ Television appearances on major networks and popular shows



# EVENTS OVERVIEW

## WOOFTOP™ PARTY PRESENTED BY TITO'S HANDMADE VODKA

**MONDAY, APRIL 29TH - MONARCH ROOFTOP, NYC**

Animal League America's Wooftop Party is a fundraising event that gives everyone, especially young professionals the opportunity to meet adorable, adoptable puppies and sip on delicious cocktails in a great Manhattan venue. We've had five successful parties in the last three years at exciting locations like Monarch, Stage 48, and SkyRoom. This event typically has between 150 and 300 attendees.

## LEWYT HUMANE AWARDS LUNCHEON - CELEBRATING 75 YEARS

**WEDNESDAY, JUNE 12 - LEONARD'S PALAZZO, GREAT NECK**

Chaired by community philanthropist Sandra Atlas Bass, this year's event will have 300 guests and feature a hands-on shopping experience, exciting chance and silent auctions, and a fun entertainment segment. Awards are given to special pets, companies, and individuals that have demonstrated their commitment to animal rescue.



TV personality Brian Balthazar and Beth Stern at the 2018 Luncheon

## THIRD ANNUAL WALK & WAG: PRESENTING SPONSOR PURINA

**SATURDAY, SEPTEMBER 28TH - NORTH HEMPSTEAD BEACH PARK, PORT WASHINGTON AND VIRTUALLY NATIONWIDE**

This dog-friendly walk provides the opportunity to create community connections by bringing 500 individuals, families, and companies together for a common goal - to help save the lives of dogs, cats, puppies and kittens. Participants will walk with their furry best friend, enjoy a vendor fair, have fun on the doggy agility course and even have a chance to adopt a new canine or feline companion from our Mobile Adoption Unit! In addition to friends and family teams, we are looking for sponsorships and corporate teams to help raise funds.

Animal League America also gives the opportunity to join our virtual Walk & Wag. This option is for the animal loving community who wish to support our no-kill mission but are not able to attend Walk & Wag in New York. Virtual Walkers can participate individually or with a team and walk on a trail, treadmill, or around an office building while raising important life-saving funds in any town, nationwide.

## GET YOUR RESCUE ON® GALA

**FRIDAY, NOVEMBER 15TH - PIER SIXTY, CHELSEA PIERS, NYC**

400 people will gather at the Annual Get Your Rescue On Gala which will be held on November 15th at Pier Sixty, Chelsea Piers in NYC. In 2018, Beth and Howard Stern were our Gala's Honorary Chairs as we honored Elvis Duran and Tito's Handmade Vodka for their commitment to saving lives. Past hosts and performers include Joe Gatto, Joan Jett and The Blackhearts, Amy Schumer, Lisa Lampanelli, Belinda Carlisle of the Go-Go's, and Wilson Phillips. More details to come soon!



Howard Stern, Beth Stern, Joan Jett, Elvis Duran and Joe Gatto at the 2018 Gala



NORTH SHORE ANIMAL LEAGUE AMERICA'S

# WOOFTOP™ PARTY

PRESENTED BY



## WOOFTOP™ PARTY - PRESENTED BY TITO'S

### SPONSORSHIP OPPORTUNITIES

#### **PRESENTING SPONSOR - \$10,000 - SOLD OUT**

- ◆ Names as presenting sponsor on all promotional materials including:
  - Email blasts
  - Event signage
  - Social media posts
  - Wooftop's event website
- ◆ Activation at event and a Vendor Table
- ◆ Opportunity to hand out products to guests
- ◆ Branded Photo booth props for guests to pose with
- ◆ 15 Tickets to the Wooftop Party with reserved section for guests

#### **TOP DOG SPONSOR - \$5,000**

- ◆ Activation at event and a Vendor Table
- ◆ Opportunity to hand out products to guests
- ◆ Company tagged in Facebook Post
- ◆ Company tagged in Instagram Post
- ◆ Logo on all promotional materials and on Wooftop's event website
- ◆ Branded Photo booth props for guests to pose with
- ◆ On all Event Signage
- ◆ 10 Tickets to the Wooftop Party with reserved section for guests

#### **PAWS-IN-THE-AIR SPONSOR - \$2,500**

- ◆ Activation at event and a Vendor Table
- ◆ Opportunity to hand out products to guests
- ◆ Company tagged in Facebook Post
- ◆ Company tagged in Instagram Post
- ◆ Logo on all promotional materials and on Wooftop's event website
- ◆ 5 Tickets to the Wooftop

#### **TAIL-TASTIC SPONSOR - \$1,000**

- ◆ Activation at event and a Vendor Table
- ◆ Opportunity to hand out products to guests
- ◆ 2 Tickets to the Wooftop

#### **INDIVIDUAL TICKET - \$75**



— 2019 —  
NORTH SHORE ANIMAL LEAGUE AMERICA'S  
LEWYT HUMANE AWARDS LUNCHEON  
*Celebrating 75 years of  
NO-KILL action and compassion*

# LEWYT HUMANE AWARDS LUNCHEON

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR - \$25,000 (ONE AVAILABLE)

Name listed as presenting sponsor on all materials including eblasts and Luncheon website ♦ Two premier location tables of 10 ♦ 2 gold journal ads ♦ Name/Logo on Step and Repeat ♦ Access to Blue Carpet ♦ Mention at podium during program ♦ Tagged in a social media post ♦ Company Logo on Event program and signage ♦ Logo on digital invitation ♦ Logo on Luncheon's website with a link to business ♦ Mentioned in Paw Prints newsletter ♦ Option for vendor table available upon request

### ADOPTION SPONSOR - \$15,000

Two premier location tables of 10 ♦ Back cover journal ad ♦ Name/Logo on Step and Repeat ♦ Access to Blue Carpet ♦ Mention at podium during program ♦ Tagged in a social media post ♦ Company Logo on Event program and signage ♦ Logo on digital invitation ♦ Logo on Luncheon's website with a link to business ♦ Mentioned in Paw Prints newsletter ♦ Option for vendor table available upon request

### FOSTER SPONSOR - \$10,000

Premier location table of 10 ♦ Gold journal ad ♦ Access to Blue Carpet ♦ Mention at podium during program ♦ Company Logo on Event program and signage ♦ Logo on digital invitation ♦ Logo on Luncheon's website with a link to business ♦ Mentioned in Paw Prints newsletter ♦ Option for vendor table available upon request

### NURTURE SPONSOR - \$5,000

Preferred location table of 10 ♦ Silver journal ad ♦ Mention at podium during program ♦ Company Logo on Event program and signage ♦ Logo on digital invitation ♦ Logo on Luncheon's website with a link to business ♦ Mentioned in Paw Prints newsletter ♦ Option for vendor table available upon request

### RESCUE SPONSOR - \$2,500

Table of 10 ♦ Bronze journal ad ♦ Company Logo on Event program and signage ♦ Logo on digital invitation ♦ Logo on Luncheon's website with a link to business ♦ Mentioned in Paw Prints newsletter

### VENDOR TABLE - \$350 (LIMITED NUMBER AVAILABLE)

Vendor table during cocktail reception ♦ 1 Luncheon Ticket

### INDIVIDUAL LUNCHEON TICKET - \$200

## JOURNAL ADVERTISEMENTS

- ♦ Inside Cover (5" W x 8" H) - \$1,500
- ♦ Silver Full Page Ad (5" W x 8" H) - \$900
- ♦ Half Page Ad (5" W x 3.75") - \$600
- ♦ Gold Full Page Ad (5" W x 8" H) - \$1,000
- ♦ Bronze Page Ad (5" W x 8" H) - \$800

Kindly submit ads in JPEG or PDF format. Deadline for journal advertisement submissions is May 1st, 2019. Please submit your ad by e-mail to [events@animalleague.org](mailto:events@animalleague.org).

# THIRD ANNUAL NATIONAL WALK & WAG

## SPONSORSHIP OPPORTUNITIES

 <b>SPONSORSHIP LEVELS</b>	<b>\$50,000</b> <b>PROUD PUP SPONSOR</b> <small>(ONE AVAILABLE)</small>	<b>\$25,000</b> <b>TOP DOG SPONSOR</b>	<b>\$10,000</b> <b>PROUD PUP SPONSOR</b>	<b>\$5,000</b> <b>TAIL-WAGGING SPONSOR</b>	<b>\$2,500</b> <b>PLAYFUL POOCH SPONSOR</b>	<b>\$1,000</b> <b>HAPPY TRAILS SPONSOR</b>	<b>\$300</b> <b>VENDOR TABLE</b>	<b>PRODUCT SPONSOR</b>
Listed on Flagship Event Materials (Posters, Signage)								
Vendor Table	Prime Spot	Prime Spot	Prime Spot					
Listed as sponsor on emails	National	National	National	National	Local			Local
Included on T-shirt (given to 500 nationally)								
Sign on Walk Route	3 Signs	3 Signs	2 Signs	1 Sign	1 Sign	1 Sign		
Corporate Walk Team (no reg fees)	20 Walkers	20 Walkers	15 Walkers	10 Walkers	5 Walkers			
Logo on Walk's Website								
Company name or logo in PawPrints Newsletter								
Opportunity to include giveaway/flyer in Virtual Walker Package								
Logo on Facebook	FB Calendar, Tagged Post, FB Live	FB Calendar, Tagged Post,	Tagged Post					
Company highlighted in a weekly walker email								
Digital Gala Journal Ad	Platinum	Gold	Silver					
Logo on Save the Date Postcard to 10,000 (by 5/15)								
Logo on flyers put in adoption kits								
Logo on Photobooth's Step and Repeat								
Company representative can speak at event								
Mentioned in PSAs, Media Appearances, and Promotions								



## GET YOUR RESCUE ON® GALA

### SPONSORSHIP OPPORTUNITIES

#### **ADOPTION SPONSOR - \$50,000**

Two premier tables of 10 at the Gala ♦ Two special Adoption Sponsor full-page digital journal ads with embedded videos\*\*\*– one from sponsor and one from Animal League America expressing special thanks ♦ Company name on Gala's homepage that links to company's website ♦ Company logo on Step and Repeat ♦ Special acknowledgement from podium at event ♦ Acknowledgement in all promotional materials and email blasts ♦ Company name in Paw Prints newsletter ♦ Two dedicated Facebook posts ♦ Acknowledgement in Event Program

#### **FOSTER SPONSOR - \$25,000**

One premier location table of 10 ♦ Foster Sponsor full-page digital journal ad with embedded video\*\*\* ♦ Company name on Gala's homepage that links to company's website ♦ Company logo on Step and Repeat ♦ Special acknowledgement from podium at event ♦ Acknowledgement in all promotional materials and email blasts ♦ Company name in Paw Prints newsletter ♦ One dedicated Facebook post ♦ Acknowledgement in Event Program

#### **NURTURE SPONSOR - \$15,000**

One preferred location table of 10 ♦ Gold level digital journal ad with optional video through clickable button\*\* ♦ Company name on Gala's homepage that links to company's website ♦ Special acknowledgement from podium at event ♦ Acknowledgement in all promotional materials and email blasts ♦ Nurture Sponsor Level Facebook Post ♦ Acknowledgement in Event Program

#### **RESCUE SPONSOR - \$10,000**

One table of 10 ♦ Silver digital full-page journal ad (does not include video option) ♦ Company name on Gala's homepage that links to company's website ♦ Acknowledgement in all promotional materials and email blasts ♦ Company name in Paw Prints newsletter ♦ Acknowledgement in Event Program

#### **PAWS SUPPORTER - \$1,500 (LIMIT TO 30 TICKETS)**

Includes 1 Gala Ticket with preferred seating ♦ Name Listing in Digital Journal

#### **INDIVIDUAL GALA TICKET - \$1,000**

\*\*Video launched via clickable bar/button on bottom of ad. See next page for specs.

\*\*\*Embedded videos play automatically when viewer visits company's journal page. See next page for specs.

# GET YOUR RESCUE ON® GALA

## DIGITAL JOURNAL OPPORTUNITIES

All digital journal ads are accessible for up to 1 year on Animal League America's Gala Website and can include web links.

### ❑ **DIAMOND FULL-PAGE - \$7,500**

Diamond level digital full-page ad with optional embedded video\*\*\*, donor acknowledged in event program

### ❑ **PLATINUM FULL-PAGE - \$5,000**

Platinum level digital full-page ad with optional video through clickable button and donor acknowledged in event program\*\*

### ❑ **GOLD FULL-PAGE AD - \$3,500**

Gold level full-page digital journal ad with optional video through clickable button\*\*

### ❑ **SILVER FULL-PAGE AD - \$2,500**

Digital full-page ad (does not include video option)

### ❑ **BRONZE HALF-PAGE AD - \$900**

Digital half-page ad is displayed online (does not include video option)

### ❑ **NAME LISTING - \$500**

Name listed in digital journal (does not include video option or links)

## DIGITAL JOURNAL SPECS

All full-page ads are 5" wide by 8" high, half-page ads are 5" wide by 3.75" high. Kindly submit ads in EPS, TIFF, JPEG or PDF format. All EPS, TIFF or JPEG files should have a resolution of 300 dpi and all text must be converted to outlines. MS Word & PPT documents must be converted to PDF format before submission. PDF files should be press quality and all fonts should be embedded. Deadline is October 14th. Please submit to [events@animalleague.org](mailto:events@animalleague.org).



For any ads with video bar, the video clickable bar will be located directly underneath ad. Please visit [www.animalleague.org/2018gala](http://www.animalleague.org/2018gala) to view last year's digital journal. Journal pages go live on website in September.

\*\*Video launched via clickable bar/button on bottom of ad. See next page for specs.

\*\*\*Embedded videos play automatically when viewer visits company's journal page. See next page for specs.



# PAYMENT INFORMATION

Enclosed is my corporate investment of \$ \_\_\_\_\_ for the following Sponsorship(s):

## Wooftop™ Party

- Presenting Sponsor (\$10,000) **SOLD OUT**  Top Dog (\$5,000)  Paws-in-the-Air (\$2,500)  Tail-Tastic (\$1,000)
- 1 Wooftop Ticket (\$75) – I would like to reserve \_\_\_\_\_ tickets

## Lewyt Luncheon

- Presenting Sponsor (\$25,000)
- Adoption Sponsor (\$15,000)
- Foster Sponsor (\$10,000)
- Nurture Sponsor (\$5,000)
- Rescue Sponsor (\$2,500)
- Vendor Table (\$350)
- 1 Luncheon Ticket (\$200) – I would like to reserve \_\_\_\_\_ tickets

## Luncheon Journal Ads

- Inside Cover (\$1,500)
- Gold Page (\$1,000)
- Silver Page (\$900)
- Bronze Page (\$800)
- Half Page (\$500)

\*Luncheon Ads due by May 1st to events@animalleague.org

## Walk & Wag

- Presenting Sponsor (\$50,000) **SOLD OUT**
- Top Dog (\$25,000)
- Proud Pup (\$10,000)
- Tail Wagging (\$5,000)
- Playful Pooch (\$2,500)
- Happy Trails (\$1,000)
- Vendor Table (\$300)
- Product Sponsor (Type of Product: \_\_\_\_\_ )

## Get Your Rescue On® Gala

- Adoption Sponsor (\$50,000)
- Foster Sponsor (\$25,000)
- Nurture Sponsor (\$15,000)
- Rescue Sponsor (\$10,000)
- Paws Supporter (\$1,500) – I would like to reserve \_\_\_\_\_ tickets
- 1 Gala Ticket (\$1,000) – I would like to reserve \_\_\_\_\_ tickets

## Gala Digital Journal Ads

- Diamond Journal Page (\$7,500)
- Platinum Journal Page (\$5,000)
- Gold Journal Page (\$3,500)
- Silver Journal Page (\$2,500)
- Bronze Half Page (\$900)
- Name Listing (\$500)

\*Gala Ads due by October 14th to events@animalleague.org

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

- Yes, I would like to make a tax-deductible donation in the amount of \$ \_\_\_\_\_ to help support NSALA's no-kill mission to save the lives of countless dogs, cats, puppies and kittens.

If you wish to use a credit card, please complete the following:

Name on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_

- Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Code: \_\_\_\_\_

To email response, journal ad or for questions email: events@animalleague.org or call 516.373.3235

To mail response: North Shore Animal League America

ATTN: Events, 16 Lewyt Street, Port Washington, NY 11050

Please note no food or kitty litter may be given out at any of our events (treats are acceptable).

Sponsors cannot promote items/services that conflict with NSALA's mission and practices.