

## SAMPLE \ \ EVENT FACT SHEET

# Fur Ball

**WHAT:**

Voted Best Annual Benefit Gala by the readers of Seattle Met Magazine, the Fur Ball is Seattle Humane's signature fall fundraising event—and draws over 400 of Seattle's most devoted animal lovers and supporters.

**DATE:**

Friday, October 9, 2015

**TIME:**

6:00 Cocktails & Hors d'oeuvres

7:00 Dinner & Program

9:30 Entertainment & Dancing

**LOCATION:**

Fremont Studios, Seattle

**AUDIENCE:**

Over 400 influential business professionals, community leaders and philanthropic donors who believe that every animal deserves a home. Our attendees are animal lovers at heart and highly active consumers in the pet products and services space.

**MEDIA EXPOSURE:**

In 2014, the Fur Ball garnered over 2M media impressions—both to a general and targeted audience of animal lovers. The event has been featured in Seattle Met and 425 Magazine, and it was recently listed in Puget Sound Business Journal as one of the 25 largest charity fundraisers in the Seattle metropolitan area.

**SPONSORSHIP OPPORTUNITIES:**

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Vanessa Locke at Seattle Humane.

**ABOUT SEATTLE HUMANE:**

Seattle Humane Society brings people and pets together for lifelong relationships. Founded in 1987, Seattle Humane is high profile, non-controversial and prestigious nonprofit organization, which offers sponsors highly leveraged opportunities for visibility and promotion.

**CONTACT:**

Vanessa Locke, Director of Corporate Relations  
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## SAMPLE \\ SPONSORSHIP LEVELS AND BENEFITS

# Fur Ball

Our sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our sponsorship staff.

All sponsorship levels include:

- Company logo or name recognition in all promotional and event material
- Hyperlinked company logo or name recognition on event website
- Invitations to sponsor-only network reception event
- Personalized sponsorship acknowledgement suitable for display at your company
- Customized marketing benefits\*

TOP DOG \\  
Starting at \$10,000

Become our presenting sponsor and receive exclusive marketing benefits for your company. This is a fully customized opportunity and guarantees industry exclusivity.

TRUE COMPANION \\  
Starting at \$5,000

- Premium seating and valet parking for one table of 10
- One full page ad in event program
- Customized day of service opportunity for your employees

BEST FRIEND \\  
Starting at \$2,500

- Preferred seating for one table of 6
- One half-page ad in event program
- Customized educational opportunity for your employees

TAIL WAGGER \\  
Starting at \$1,000

- Reserved seating for 2
- One quarter page ad in event program

\*Customized marketing benefits include but not limited to the following:

- Recognition on press releases, print advertising, and radio and television spots
- Hyperlinked banner advertising on organizational website for 3, 6, or 12 months
- Company spotlight article in organizational newsletter
- One-time or ongoing social media recognition
- Photo opportunity with organizational leadership
- Opportunity for pre or post-event mailing to attendees