



OUR VISION is one in which there are no displaced or unwanted pets; all animals are treated with compassion and respect; and community services are available to all pet owners. We invite you to join us in this important endeavor.

2021 TAILS AT TWILIGHT: COMMUNITY & BUSINESS SPONSORSHIP PACKAGES



Connect with the biggest animal lovers in Durham.



SPONSORSHIP OPPORTUNITIES



CELESTIAL LEVELS OF SPONSORSHIP	DRAGON <i>Draco</i>	BEAR <i>Ursa</i>	LION <i>Leo</i>	WILD CAT <i>Lynx</i>	DOG <i>Canis</i>	SWAN <i>Cygnus</i>
APS Virtual Gala Sponsor Opportunities	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500	\$500 (Couples)
Dinner Tickets - 3-course meals <i>for pick-up or delivery</i>	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets
Presenting Sponsor Welcome Message	EXCLUSIVE x					
Silent Auction Sponsor	EXCLUSIVE x					
Paw Prints Newsletter Feature w/Video	EXCLUSIVE x					
Program - Full Page Advertisement/Recognition	x					
Presenting Sponsor—Live Auction		EXCLUSIVE x				
Paw Prints Newsletter Feature	x	x				
Email Blasts - Logo/hyperlink	3x	2x				
Mixology presentation Plus Signature Cocktail			EXCLUSIVE x			
Private Picnic & Tour at APS for up to 8	x	x	x			
Shout-out from Shafonda	x	x	x			
Website -Logo/Hyperlink on Gala Page	x	x	x			
Program - 1/2 Page Advertisement/Recognition		x	x			
Virtual Game Sponsor (2 Sponsors)				EXCLUSIVE x		
Digital Sponsor Recognition with Logos	x	x	x	x		
Program - 1/4 Page Advertisement/Recognition				x		
Shout-out from live auctioneer	x	x	x	x	x	
Hall of Paws Photo/Carousel	x	x	x	x	x	
Social Media Promotion - Facebook, Instagram	3x	2x	1x	x	x	
Website -Logo on Gala Page				x	x	
Printed invitations	x	x	x	x	x	
A Blinky Bag of Misc Party Favors	x	x	x	x	x	
Program - Thank You Listing					x	x
Paw Prints Newsletter Thank You	x	x	x	x	x	
50th Anniversary T-shirt (1 per ticket)	x	x	x	x	x	x

Interested in one of our EXCLUSIVE Sponsor offers?

Don't miss out! Be the first to grab this opportunity by contacting the development team right away: 919-560-0640 ext. 231

Depending on level of sponsorship and channel of communication, you will touch many potential consumers and clients. Customize your sponsorship, depending on level, to meet your consumers and clients in the places and spaces where they are most receptive to your messaging.

IMPRESSIONS

- 15,200 via FaceBook
- 10,000+ via print

- 8,442 via Instagram
- 6,000+ via email

DRAGON / Draco \$10,000 TIER BENEFIT

- 10 tickets (10 meals and access to Tails at Twilight Live Stream)
- Exclusive branding across digital, social and print platforms during and prior to the virtual gala LIVE AUCTION including the only sponsor opportunity to address gala attendees with your personal message
- Exclusive recognition before, during and after gala delivered through the Paw Prints newsletter, website, and social media
- Significant brand exposure across social media platforms including facebook, twitter and Instagram
- High brand visibility on apsofdurham.org gala page and through Paw Prints newsletter article with direct access to your brand by APS supporters
- Various forms of exclusive recognition as the top sponsor for Tails at Twilight
- PLUS: VIP Tour, HALL OF PAWS and Party Favors (*see Ursa for more details.*)

WILD CAT / Lynx \$3,000 TIER BENEFITS

- 4 tickets (4 meals and access to Tails at Twilight Live Stream)
- Exclusive branding as one of only two GAME sponsors
- Significant brand exposure across social media platforms including facebook, twitter and Instagram
- Your logo featured on APSoFDurham.org gala page
- Your sponsorship will be recognized during the gala, in the Paw Prints newsletter and in the print program
- Your pet is an official member of the HALL OF PAWS
- Party favors & up to (1) t-shirt per ticket

BEAR / Ursa \$7,500 TIER BENEFITS

- 8 tickets (8 meals and access to Tails at Twilight Live Stream)
- Exclusive SILENT AUCTION sponsor with a large amount of exposure leading up to the gala across digital and social platforms
- Significant brand exposure across social media platforms including facebook, twitter and Instagram
- High brand visibility on APSoFDurham.org gala page and through Paw Prints newsletter article with direct access to your brand by APS supporters
- Various forms of recognition as a top sponsor for Tails at Twilight
- VIP Tour, Play-time and lunch for up to 8 with APS staff and our furry friends!
- Your pet is an official member of the HALL OF PAWS (see p. 4 text box for details)
- Party favors & up to (1) t-shirt per ticket

DOG / Canis \$1,500 TIER BENEFITS

- 2 tickets (2 meals and access to Tails at Twilight Live Stream)
- Significant brand exposure across social media platforms including facebook, twitter and Instagram
- Your logo featured on APSoFDurham.org gala page
- Your sponsorship will be recognized during the gala, in the Paw Prints newsletter and in the print program
- Your pet is an official member of the HALL OF PAWS
- Party favors & up to (1) t-shirt per ticket

LION / Leo \$5,000 TIER BENEFITS

- 6 tickets (6 meals and access to Tails at Twilight Live Stream)
- Exclusive branding as MIXOLOGY presentation sponsor
- Significant brand exposure across social media platforms including facebook, twitter and Instagram
- High brand visibility on APSoFDurham.org gala page and through Paw Prints newsletter article with direct access to your brand by APS supporters
- Various forms of recognition as a top sponsor for Tails at Twilight
- VIP Tour, Play-time and lunch for up to 8 with APS staff and our furry friends!
- Your pet is an official member of the HALL OF PAWS
- Party favors & up to (1) t-shirt per ticket

SWAN / Cygnus \$500 TIER BENEFITS

- 2 tickets (2 meals and access to Tails at Twilight Live Stream)
- Your sponsorship will be recognized during the gala, in the Paw Prints newsletter and in the print program





BENEFIT DESCRIPTIONS / All the Details

in alphabetical order

A Blinky Light Bag of Misc. Party Favors

We'll help you prepare for the big night with party favors and a Blinky Light of course!

Digital Sponsor Recognition with Logos

Company logos of all participating sponsors will be featured during the virtual Gala presentation.

Dinner Tickets - 3-course meals for pick-up or delivery

Dine in the comfort of your own home with a THREE COURSE MEAL prepared by the Washington Duke Inn. Vegetarian option available. Stream in to experience an exciting, memorable evening to support APS of Durham!

Email Blasts - Logo/Hyperlink

As APS's largest fundraiser of the year, we will reach out to our loyal base of supporters several times before the Gala. Your company will be featured as our partner as we promote Tails at Twilight reaching our audience of 6,000 subscribers.

Hall of Paws Photo/Carousel

The Hall of Paws is a Fan Favorite every year. This heartwarming presentation of "family" photos will be featured in an artful drive-thru display outside of the JB Duke Hotel on the day of the event, throughout the pre-auction segment of the evening and on social media!

Mixology Presentation Plus Signature Cocktail - EXCLUSIVE

Name your own cocktail! As presenting sponsor of our Mixology presentation, your business will be featured in our pre-auction segment, at www.apsofdurham.org, and in the Gala program.

Paw Prints Newsletter Feature

We appreciate our sponsors and want our supporters to get to know you! We'll include an exclusive interview on one of our upcoming Paw Prints newsletters.

Paw Prints Newsletter Feature w/Video

With over 6,000 digital newsletters delivered bi-monthly to an audience of loyal supporters, your brand will be aligned with one of the most loved organizations in the Triangle. As the presenting sponsor of Tails at Twilight, your 60 second message will be included in one Paw Prints newsletter of your choice.

Paw Prints Newsletter Thank You

A gracious acknowledgement of our sponsors will be presented in our Paw Prints newsletter following the Gala.

Presenting Sponsor - Live Auction - EXCLUSIVE

The Live Auction is the Main Event of the evening. As the exclusive sponsor, your business will be prominently featured on our website, e-newsletters, social media platforms garnering support from our loyal supporters all over the Triangle.

Presenting Sponsor Welcome Message - EXCLUSIVE

Greet all Gala guests with a warm welcome! Your 60 second greeting will be pre-recorded and played at the beginning of the Gala to all attendees.

Printed Invitations

Approximately 3,600 printed invitations including your logo will be mailed to our supporters and community members across the Triangle.

Private Picnic & Tour at APS for up to 8

A behind the scenes tour capped off by a lunch at APS with members of leadership team is Team Building at it's finest! (We think so anyway!)

Program - Full Page Advertisement/Recognition

As our top dog sponsor, a print and digital program will feature a full page ad featuring your company as recognition of your support.

Program - 1/2 Page Advertisement/Recognition

Our top sponsors will receive a half page ad in our print and digital program reaching hundreds of attendees.

Program - 1/4 Page Advertisement/Recognition

As a top level sponsor your company will receive a quarter page ad in our print and digital program reaching hundreds of attendees.

Program - Thank You Listing

Our gracious supporters at the \$500 level and higher will be listed in the printed program.

Shout-out from Live Auctioneer

The live auction is truly a not-to-be-missed performance by our long-time auctioneers. Their performance is both thrilling and engaging! Listen for your company's name throughout the Live Auction!

Shout-out from Shafonda

Executive Director Shafond Allen's poignant, caring message to supporters during the Gala is one of the highlights of the evening showcasing APS's work. Recognition of top level supporters will be shared during her presentation.

Silent Auction Sponsor - EXCLUSIVE

The Silent Auction is like no other and ramps up the excitement leading up to the Gala. Hundreds of supporters will bid on items one week prior to the event and check on their bids throughout the week.

Social Media Promotion - Facebook, Instagram

Our presence on popular social media platforms like Instagram and Facebook has continued to grow attracting new followers daily. With over 24,000 followers, collectively your brand will benefit from thousands of views and hopefully some new friends!

Virtual Game Sponsor (2 Sponsors)

We've reimagined our Blinky Lights game (Heads and Tails) for our virtual format. Be the sponsor for this popular game and hear your business or family name amongst the fun.

Website -Logo/Hyperlink on Gala Page

Hundreds of supporters will visit apsofdurham.org and specifically the Gala page for information and to purchase tickets. Our top sponsors will be featured on this page featuring a hyperlink directly to their website.

Website -Logo on Gala Page

As a top level sponsor, your logo will be featured on the webpage promoting the Gala at apsofdurham.org, receiving thousands of visitors!

50th Anniversary T-shirt

This is a special year of celebration for the Animal Protection Society of Durham, so we have a special gift for you! Your sponsorship includes a commemorative 50 Year Anniversary t-shirt for every ticket in your package.

THE HALL OF PAWS

The Hall of Paws is a Fan Favorite every year. This heartwarming presentation of "family" photos will be featured throughout the pre-auction segment of the evening and on social media! We'll even display your family poster in our drive-through meal pickup at the JB Duke Hotel on the afternoon of the event for all to see and celebrate! The poster will be yours to take home after the event."





WHY YOU SHOULD SUPPORT THE APS OF DURHAM



Animal Protection Society of Durham (APS) is a 501(c)3 non-profit organization serving Durham County since 1970. Our mission is to provide leadership in building lifelong bonds between people and animals through education, community outreach and providing care for animals in need. Our vision is one in which there are no displaced or unwanted pets; all animals are treated with compassion and respect; and community services are available to all pet owners. We invite you to join us in this important endeavor.

Overpopulation has become a crisis nationwide, which results in thousands of unwanted and homeless animals each year in Durham alone. In fact, APS of Durham takes in over 400 animals on average every month of the year. The ASPCA estimates 19.2 million pets living in households that are at risk of eviction or foreclosure nationwide due to the COVID-19 pandemic. Thus, adding to the already existing crisis. But as a community with your support, we can do better.

APS plays a vital role in Durham to mitigate pet overpopulation and abandonment. We continuously work to address the needs of each animal that enters the shelter with a case-by-case approach. We work directly with pet owners to overcome challenges that may otherwise lead them to surrender their pets. We also aim to reunite lost pets with their owners, as we believe that is the best home for them. Without your help, these animals would be left abandoned to roam the streets, risking injury or death.

APS of Durham is fortunate to provide a vast array of exclusive services to address the needs of each animal that enters the shelter. We put time and other resources towards the healthcare, behavior, enrichment, nutrition, and environment for the best outcome possible for each animal. Our unique approach includes:



- Behavioral and medical assessment upon entry
- On-site medical staff for comprehensive and urgent care
- Preventative medical care and treatment
- Community Food Pantry for families with animals in need
- Foster care program for medical recovery and hospice care
- Shelter to adoption process to re-home stray and surrendered pets

We invite you to help us sustain this necessary work and achieve our important community vision through one of these exciting sponsorship packages.

Our hope is that you will find great satisfaction knowing your contribution will change the lives of homeless animals in Durham. We look forward to delivering a great promotional package for your business and including you as one of our most valuable partners to improve the welfare of animals in our community.



SERVING OUR COMMUNITY FOR 50 YEARS



SPONSORSHIP FORM



CONTACT INFO



BUSINESS NAME

(as it should appear on event materials)

CONTACT NAME

MAILING ADDRESS

CITY

STATE

ZIP CODE

PHONE

EMAIL

CELESTIAL LEVELS OF SPONSORSHIP *(check one)*

DRAGON <i>Draco</i> \$10,000	BEAR <i>Ursa</i> \$7,500	LION <i>Leo</i> \$5,000	WILD CAT <i>Lynx</i> \$3,000	DOG <i>Canis</i> \$1,500	SWAN <i>Cygnus</i> \$500 (Couples)
---	---------------------------------------	--------------------------------------	---	---------------------------------------	---

METHOD OF PAYMENT

AMOUNT

- Check made payable to APS of Durham
- Credit Card (Visa, Mastercard, AmEx, Discover)

NAME ON CARD

CARD ADDRESS

ACCT #

EXP. DATE

CWV CODE

ZIPCODE

SIGNATURE

DATE

- YES, I would like to cover credit card processing fees associated with my sponsorship (3% per transaction).

FOR APS USE ONLY

Promo Code

Payment

Batched

Logo

Website

Tee Shirts

Notes:

A member of the development team will reach out to you for your t-shirt sizes and meal choices.