



WHY SHOULD I SPONSOR THE UNLEASH YOUR HEART GALA?

The 9th annual Unleash Your Heart Gala unites animal lovers with a dazzling evening out. This year the event will take place at the famous Cascades Falls right here in Jackson at 6:00 pm. The event will feature dinner, an open bar, raffles, games, and live and silent auctions.

Sponsoring the gala is the perfect opportunity to showcase your business to a large crowd while helping homeless pets after one of the toughest years we've had.

This year's event is anticipated to have more than 200 attendees who are generous and compassionate with their support of CHS and our mission of 'connecting animals in need with people who care.'

Your sponsorship is greatly needed to make CHS's largest fundraiser of the year a success. Animal lovers are loyal, relate to each other and when you support events like the 9th annual Unleash Your Heart Gala, you show our community that you're an animal lover too!

Your sponsorship dollars go a long way toward serving the pets and families in need right here in our community. CHS doesn't receive funding from local tax dollars or from national humane organizations, like Michigan Humane, so those funds are hard at work saving the



lives of more than 1,300 pets each year.

WHO IS CASCADES HUMANE SOCIETY (CHS)?

We are a shelter and adoption center that proudly serves the Jackson community. Though we helped connect more than 1,300 pets with forever families just last year, adoptions are just a piece of what we do!

We have a Humane Education Program reaching local area 1st and 4th graders. We offer a low-cost spay and neuter program that now includes vaccines and testing. Our Forgotten Feline Program spays/neuters and vaccinates free-roaming cats, reducing unwanted litters of kittens. Additionally, we offer a Pet Food Pantry Program that feeds more than 1,800 pets each year, ensuring that families facing financial hardships can keep their beloved pets in their homes, where they belong.

Yes! I'd like to sponsor the 9th annual Unleash Your Heart Gala and help save the lives of homeless pets in need!

Company: _____
 Contact Name: _____ Title: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____
 Sponsorship Choice: _____
 Total Enclosed: _____ Please invoice: _____

Please make checks payable to: **Cascades Humane Society**. If you have any questions, please contact Stephanie Sharp at ssharp@chspets.org or 517-787-7387.

Sponsorship brings these additional rewards:

All sponsorships will be recognized on the CHS Gala event webpage (1,000+ visits/day) at <http://chspets.org/gala2021>, on the CHS and Unleash Your Heart Gala Social Media pages (21,000+ followers), and in Gala related emails (8,000+ contacts).

~~Presenting Sponsor — \$3,000 (one available) Taken!~~

- Presenting rights to the event
- Logo featured on the dinner menu/program at each table
- Logo prominently featured on the event webpage, linked back to your website
- One table including 8 complimentary tickets
- Digital signage at both CHS and the Falls during the event
- Dedicated sponsor board at the event
- Verbal mention by the emcee during the event
- 2 dedicated social media posts linked back to your website

Cocktail Reception Sponsor — \$2,500 (one available)

- Dedicated sponsor board at the event with special thank you for the open bar
- Logo featured on beverage napkins and drink cups at the bar
- Digital signage at the event
- Verbal mention by the emcee during the event
- 4 complimentary tickets
- 1 dedicated social media post

Entertainment Sponsor — \$1,000

- Dedicated sponsor board at the event
- Logo featured in the entertainment area
- Digital signage at the event
- Verbal mention by the emcee during the event
- 2 complimentary tickets
- 1 dedicated social media post

Table Sponsor — \$900

- 8 tickets to the event
- Donor recognition sign reserving your table close to the 'action'
- Digital signage at the event
- Verbal mention by the emcee

Reverse Auction Sponsor — \$800 (one available)

- Logo featured on reverse auction gift given & displayed at event to guests who give a monetary donation
- Digital signage at the event
- Verbal mention by the emcee
- 2 complimentary tickets to the event

Live Auction Sponsor — \$600

- Your business name will be mentioned verbally by the auctioneer during the live auction
- Business name or logo on all live auction slides shown during the live auction as well as the checkout slips
- Digital signage at the event
- Verbal mention by the emcee

Paddle Sponsor — \$600 (one available)

- Business name or logo featured on each of the 200+ paddles given to guests and used in the prize drawing, and live auction
- Digital signage at the event
- Verbal mention by the emcee

Virtual Auction Sponsor — \$500

- Business name or logo featured on the online virtual auction
- Digital signage at the event
- Verbal mention by the emcee

Prize Sponsor — \$500

- Dedicated sign on the prize table promoting the prize drawing
- Digital signage at the event
- Verbal mention during the prize drawing

Story Sponsor — \$350

- Your business name or logo featured on the stories used as centerpieces on each guest table
- Verbal mention by the emcee

Dinner Sponsor — \$250

- Thank you displayed at tables as dinner sponsor
- Announced at the beginning of dinner

Mission Sponsor — \$100

- Digital signage at the event