



# **ANNIVERSARY GALA DINNER**

**18<sup>th</sup> NOVEMBER 2017**  
**THE HILTON, SYDNEY**





Models featured: Zylah & Snoopy

# EVENT DETAILS

**Saturday, 18<sup>TH</sup> November 2017**  
**The Hilton Hotel, Sydney**  
**6:30 – 11:30pm**

Attendance: 450 key guests, corporate, media and government

After the success of our 70<sup>TH</sup> Anniversary Gala Dinner 2016, Sydney Dogs and Cats Home will again bring out all bells and whistles for another great night of nights filled with fine wine, fabulous food and fantastic entertainment.

Hosted by our celebrity MC Sam Mac, this high calibre evening will be the gala event for the season.

Being a fundraising event for the build of our new Home, there will be plenty of opportunities for guests to dig deep with an array of irresistible prizes up for grabs in both a Live and Silent Auctions and a Raffle.

All funds raised on the night will go towards building our future and that of Sydney's lost and abandoned pets.

To join us on the night, we are currently seeking partners for this event and have an array of promotional offerings available.

All partnerships are created bespoke and have many activation opportunities available.

**WOOF. MEOW.**

# GREAT DANE PARTNER

- Exclusivity in category
- Table of 10 contra tickets.
- Opportunity for 3 minutes on-stage time for representative
- Opportunity for representative to draw the Raffle.
- 1 page of advertising in the Program giving to each guest
- Prominent acknowledgement as Partner on all event collateral; Invitation, Ticket and Program.
- Acknowledgement as Partner across all PR, Marketing & Communications including; Media Release, SDCH database (25,000) Social Media (40,000) and website promotions (page view average 80,000 per month).
- 1 dedicated social media post about partnership (40,000 followers)
- Minimum 2 x social media posts with tags about event (40,000 followers)
- Acknowledgement as Partner on the show reel that will be displayed throughout the night to guests on large screens in the room.
- Acknowledgement by MC throughout event
- Co-Branded Lectern Sign
- Inclusion of product and/or information in gift bags given to each guest
- Opportunity to supply a prize (min. value \$500) with proceeds going to the Sydney Dogs & Cats Home.
- Logo and link inclusion on SDCH website – Events page
- Logo inclusion on SDCH homepage Banner
- Inclusion with link to your website on EDM to guests after the event

**Investment: \$10,000 + GST**

**WOOF. MEOW.**



Models featured: Taco & Mikey





Models featured: Jerry & Gideon

# LABRADOR PARTNER

- Sole Gold Partner & exclusivity in category
- Table of 10 contra tickets.
- Opportunity for representative to draw the Lucky Door Prize.
- 1 page of advertising in the A5 Program giving to each guest
- Prominent acknowledgement as Gold Partner on all event collateral; Invitation, Ticket and Program.
- Acknowledgement as Gold Partner across PR, Marketing & Communications including; SDCH database (25,000), Social Media (40,000) and website promotions (page view average 80,000 per month).
- Minimum 2 x social media posts about partner (40,000 followers)
- Acknowledgement as the Gold Partner on the show real that will be displayed throughout the night on 4 large screens in the room.
- Acknowledgement by emcee throughout event.
- Inclusion of product & info in gift bags given to each guest.
- Opportunity to supply a prize (min. value \$500) with proceeds going to the Sydney Dogs & Cats Home.
- Sharing of data from lucky door prize for up to one email from partner (as per Spam Act)

**Investment: \$7,500 + GST**

\*All partnerships are create bespoke and inclusions/fee can be altered to suit your needs.

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# BEAGLE PARTNER

- Exclusivity in category
- 5 contra tickets
- ½ page of advertising in the A5 Program giving to each guest
- Acknowledgement as Silver Partner on event collateral including; Invitation, Ticket and Program.
- Acknowledgement as Silver Partner across PR, Marketing & Communications including; SDCH database (25,000), Social Media (40,000) and website promotions (page view average 80,000 per month).
- Minimum 1 x social media posts about partner (40,000 followers)
- Acknowledgement as the Silver Partner on the show real that will be displayed throughout the night on 4 large screens in the room.
- Acknowledgement by emcee throughout event.
- Inclusion of product & info in gift bags given to each guest.
- Opportunity to supply a prize (min. value \$500) with proceeds going to the Sydney Dogs & Cats Home.
- Sharing of data from lucky door prize for up to one email from partner (as per Spam Act)

**Investment: \$5,000 + GST**

**WOOF. MEOW.**



Models featured: Sherlock & Rosalie



Models featured: Lavender & Marley

# CHIHUAHUA PARTNER

- 2 contra tickets
- Acknowledgement as Bronze Partner on event collateral; Invitation, Ticket and Program.
- Acknowledgement as Bronze Partner across PR, Marketing & Communications including; SDCH database (25,000), Social Media (40,000) and website promotions (page view average 80,000 per month).
- Minimum 1 x social media posts about partner (40,000 followers)
- Acknowledgement as the Bronze Partner on the holding slide that will be displayed throughout the night on 4 large screens in the room.
- Acknowledgement by emcee throughout event.
- Inclusion of product & info in gift bags given to each guest.
- Opportunity to supply a prize (min. value \$500) with proceeds going to the Sydney Dogs & Cats Home.
- Sharing of data from lucky door prize for up to one email from partner (as per Spam Act)

**Partner Investment: \$3,000 + GST**

**WOOF. MEOW.**



Models featured: Elsa & Amber

# WINE SPONSOR

- 2 Contra Tickets
- 1 page of advertising in the Program giving to each guest
- Acknowledgement as Wine Sponsor on all event collateral; Invitation, Ticket and Program (Menu Page).
- Acknowledgement as Wine Sponsor across PR, Marketing & Communications including; SDCH database (25,000), Social Media (40,000) and website promotions (page view average 80,000 per month).
- Minimum 1 x dedicated social media posts about partnership (40,000 followers)
- Acknowledgement as the Wine Sponsor on the show reel that will be displayed throughout the night on large screens in the room.
- Acknowledgement by MC throughout event.
- Bottles to be displayed on tables for when guests enter the room.
- Inclusion of product & info in gift bags given to each guest.
- Opportunity to supply a prize (min. value \$500) with proceeds going to the Sydney Dogs & Cats Home.

**Wine Sponsor Investment: Inkind**

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Models featured: Dotti & Bundy

# THEMING SPONSOR

- 2 Contra Tickets
- ½ page of advertising in the Program giving to each guest
- Acknowledgement as Theming Sponsor on event collateral; Invitation, Ticket and Program.
- Acknowledgement as Theming Sponsor across PR, Marketing & Communications including; SDCH database (25,000), Social Media (40,000) and website promotions (page view average 80,000 per month).
- Minimum 1 x social media posts about partner (40,000 followers)
- Acknowledgement as the Theming Sponsor on the show real that will be displayed throughout the night on 4 large screens in the room.
- Acknowledgement by emcee throughout event.
- Inclusion of product & info in gift bags given to each guest.

## Theming Sponsor Investment: In-kind Value \$5,000

\*All partnerships are create bespoke and inclusions/fee can be altered to suit your needs.

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Models featured: Ari & Kittens

# DO YOU WANT IN?

This will be our night to shine and ensure that future of Sydney's lost and abandoned pets is secure for years to come.

We hope to have you by our side and look forward to hearing from you once you've considered this proposal.

All partnerships are created bespoke and inclusions/fee can be altered to suit your needs.

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**WOOF. MEOW.**