



## **MEDIA KIT**

# **ANNUAL FUNDRAISING GALA DINNER**

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



# SPONSORSHIP OPPORTUNITY



**WHO:** We are Sydney's only not for profit pound that doesn't place a time limit on any adoptable animal in our care. Currently we open our doors to over 3000 lost and abandoned pets each year and our mission is to responsibly reunite and rehome companion animals and to provide valuable experiences for the greater community.

**WHAT:** Our Annual Fundraising Gala Dinner, Saturday 18<sup>th</sup> November, The Hilton Hotel, Sydney, 6:30pm - 11:30pm

**WHY ARE WE REACHING OUT:** Our Home, which has been located in Carlton (Kogarah) since 1946 has been slated for redevelopment. We urgently need to raise \$3million to secure and develop a purpose built facility. We have already hit \$1million, but have a way to go to secure the future for Sydney's lost and abandoned pets.

**HOW CAN YOU HELP US:** We are currently on the hunt for our valued 2017 Gala Dinner partners. The Gala Dinner is one of the most crucial occasions for us to generate donations towards the construction of our new shelter. Its our best and biggest chance of raising revenue in the year, every little bit counts.

**HOW CAN WE HELP YOU:** Whatever your business goals and objectives, we can tailor a sponsorship package to suit. Our packages offer competitive reach and engagement opportunities with a fluffy twist.



Models featured: Dooley & Broodie

**WOOF. MEOW.**

# EVENT DETAILS

**Saturday, 18<sup>TH</sup> November 2017**

**The Hilton Hotel, Sydney**

**6:30pm – 11:30pm**

Attendance: 400 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 the building of our new home and cementing the future of lost and abandoned pets.



Models featured: Zylah & Snoopy

**WOOF. MEOW.**



Models featured: Sherlock & Rosalie

# WINE PARTNER

## PRE/POST EVENT

- Logo and link inclusion on SDCH website - Events page (average page visits 120,000 p/m).
- Inclusion with link to your website on 2 dedicated event EDM to guests pre and post event.
- Minimum 1 x social media posts with tags/Partner mentions promoting event (40,000 followers).
- Acknowledgement as Partner across all communications including; Media Release, SDCH database (25,000) Social Media (40,000) and website promotion (average page visit 120,000 p/m).
- 1 dedicated database share out from lucky door prize list sent on behalf of partner by SDCH.
- Access to SDCH corporate team building programs (value \$500).

## ON THE NIGHT

- 5 contra tickets (value \$975)
- 1 x Full Page Colour ad inclusion in event program
- Acknowledgement and branding as Partner on event collateral including; Invitation, Ticket and Program.
- Acknowledgement by MC throughout event.
- Acknowledgement and branding on the show reel that will be displayed throughout the night on large screens in the room (min 6 times).
- 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.

**Investment: Inkind**

**WOOF. MEOW.**



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.**