



MEDIA KIT

ANNUAL FUNDRAISING GALA DINNER

**20th OCTOBER 2018
PADDINGTON TOWN HALL**



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 3500 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 20th October, Paddington Town Hall 6:00pm – 11:00pm

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 \$4million to secure and develop a purpose built facility. We have already hit \$1.5million, 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 2018 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.

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.

WOOF. MEOW.

EVENT DETAILS

Saturday, 20TH October 2018
Paddington Town Hall
6:00pm – 11:00pm

Attendance: we are expecting 500 key guests from the corporate, media and government sectors.

Hosted by our celebrity MC Sam Mac (Sunrise weatherman), the event is now in its 3rd year. We will again be bringing out all the bells and whistles for another great night filled with fine wine, fabulous food and fantastic entertainment.

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 our Live and Silent Auction, Raffle and our famous Pick-A-Paw lucky envelopes.

We are committed to ensuring that all funds raised on the night will go towards the bricks and mortar for our new best-practice animal care facility – cementing the future of Sydney's lost and abandoned pets for many years to come.



Model featured: Christian Grey

WOOF. MEOW.



Model featured: Lavender

GREAT DANE PARTNER

Sole Platinum Partner and exclusivity in category

PRE/POST EVENT

- Logo and link inclusion on SDCH website – Events page (average page visits 120,000 p/m)
- Logo inclusion/CTL on SDCH homepage banner.
- Logo inclusion with link on 2 dedicated event EDM to guests pre and post event
- 1 dedicated social media post introducing partnership (40,000 followers).
- Minimum 2 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 visits 120,000 p/m).
- 1 dedicated database share out from lucky door prize list sent on behalf of partner by SDCH.
- 1 promotional advert within a SDCH monthly EDM newsletter to SDCH database (25,000) content supplied by partner.
- Access to SDCH corporate team building programs (value \$500).

ON THE NIGHT

- Table of 10 contra tickets (value \$1950).
- Prominent acknowledgement and branding as Partner on all event collateral; Invitation, Ticket and Program.
- 1 x Full Page Colour ad inclusion in event program.
- Acknowledgement by MC throughout event.
- Opportunity for representative to draw the Raffle.
- Acknowledgement and branding on the show reel that will be displayed throughout the night on 4 large screens in the room (min 6 times).
- 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.

Investment: \$10,000 + GST

WOOF. MEOW.

LABRADOR PARTNER

Exclusivity in category

PRE/POST EVENT

- Logo and link inclusion on SDCH website – Events page (average page visits 120,000 p/m).
- Logo inclusion/CTL on SDCH homepage banner.
- Inclusion with link to your website on 2 dedicated event EDM to guests pre and post event.
- Minimum 2 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 visits 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

- Table of 10 contra tickets (value \$1950).
- Prominent acknowledgement as Partner on all event collateral; Invitation, Ticket and Program.
- 1 x Full Page Colour ad inclusion in event program
- Acknowledgement by MC throughout event.
- Opportunity for representative to draw the Lucky Door Prize.
- 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: \$7,500 + GST

WOOF. MEOW.



Model featured: Rhonda

STAFFY PARTNER

Exclusivity in category



Model featured: Ed

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: \$5,000 + GST

WOOF. MEOW.

CHIHUAHUA PARTNER



PRE/POST EVENT

- Logo and link inclusion on SDCH website – Events page (average page visits 120,000 p/m).
- Minimum 1 x social media posts with tags/Partner mention 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).
- Access to SDCH corporate team building programs (value \$500).

ON THE NIGHT

- 2 contra tickets (value \$390)
- Acknowledgement and branding as Partner on event collateral including; Invitation, Ticket and Program.
- Acknowledgement and branding on the show reel that will be displayed throughout the night on large screens in the room (min 6 times).
- Acknowledgement by MC throughout event.
- 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.

Partner Investment: \$3,000 + GST

DO YOU WANT IN?

This will be our night to shine and ensure that we cement the future of Sydney's lost and abandoned pets 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.

Jennifer Arceo
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WOOF. MEOW.

Model featured: Toddles