Email Subject:

Support Sydney Dogs and Cats Home’s 2018 Annual Gala Dinner | 20th

October | Paddington Town Hall

Body:

Hi there,

My name is <Insert First Name>, I’m a member of the event organising committee for Sydney Dogs and Cats Home – Sydney’s only registered charity pound and pro-active rehoming centre.

We NEVER place a time limit on any animal awaiting adoption, and we pride ourselves on providing the best possible care and enrichment.

The reason for this email is to ask if you would consider donating <Insert personalised ask> that will be used in our upcoming Gala Dinner. If this is something you might be able to do, please continue reading to find out more about our event and in turn, what we will offer to promote you.

Our third Annual Fundraising Gala will be held at Paddington Town Hall on Saturday 20th October is a crucial event for us to raise funds for our new Home, as the site we’ve been at since 1946 is slated for redevelopment.

This high caliber Gala Dinner will be hosted by our Celebrity Ambassador Sam Mac – from Channel 7 Sunrise and will have all the bells and whistles. We will entertain our 500 key guests from the government, corporate, celebrity and media sectors with fine wine, fabulous food and fantastic entertainment – this will be the gala event of the season!

To ensure our guests have the opportunity to dig deep, we’re looking to put together an array of items that will be up for grabs in our Live Auction. It is with this in mind, that we ask if you would consider contributing to this. We would be delighted to receive such a great gift and in return for your generosity, we can offer you the following promotional opportunities to our wide target audience and loyal supporters:

* Logo and link inclusion on SDCH website – Events page (average page visits 120,000 p/m)
* Acknowledgement as Partner across all communications including: media releases, SDCH database (25,000) Social Media (40,000) and website promotion
* Description, value of prize and your logo and promotional photos in the Live Auction section of the Program given to each guest
* Logo displayed on the Thank You page of Program
* Promotion on the large screens in the room during the Live Auction
* Mentions by our MC
* Sold by our Auctioneer

I understand that you must receive proposals of this nature often, so I thank you for taking the time to consider this request. If I can supply any further information, please do not hesitate to let me know by simply replying to this email.

I look forward to hearing from you.

Kind regards,

<Insert First Name>