



## SPONSORSHIP OPPORTUNITIES

Dear Friends of SAFE Haven for Cats,

We are going to have an amazing night at our **18<sup>th</sup> Annual Tuxedo Cat Ball on April 21, 2023**. You are an important part of *everything* we do to save lives. There is nothing more important than your support for our largest event of the year.

We do not want to celebrate without you; our adopters, volunteers and supporters who have made it possible to save almost 60,000 lives. Twenty-eight years ago, SAFE Haven began in a two-car garage with \$800 in cash. Fast forward to 2023 and SAFE Haven for Cats is one of the Triangle's leading animal shelters with many programs and services created with just one goal: To eliminate euthanasia of cats and kittens due to overpopulation.

### North Ridge Country Club, Friday, April 21, 2023

SAFE Haven for Cats is grateful for our generous, dedicated sponsors. The funds raised from sponsorships help us take almost 1,300 stray cats every year off Triangle streets and place them in real homes. We thank you for allowing us to increase our lifesaving efforts.

#### Why should I sponsor the Tuxedo Cat Ball?

To save lives by providing medical care and shelter for cats rescued from abuse, neglect, and hardship.

#### Why is this a smart investment for my business?

- ✓ You will partner with a highly successful nonprofit that has a sterling reputation and 28 years of service to the Triangle community.
- ✓ Showing compassion for animals is good business – everyone is doing it. Don't be left out!
- ✓ Your customers and employees love animals.
- ✓ Everybody wants to save lives; your support is not controversial in any way.
- ✓ The Tuxedo Cat Ball is a well-run, successful event.

#### Recognition your business will receive.

An extensive marketing plan is in place for the Tuxedo Cat Ball. Depending on your level of sponsorship, you will receive:

- ✓ The opportunity to present from the stage at the Tuxedo Cat Ball and speak about your commitment to saving lives.
- ✓ Electronic communications to a total audience of 155,000 people.
- ✓ Facebook, Instagram, and TikTok postings – 14,000 *each* post.

- ✓ Placement on the SAFE Haven website for the months preceding and after the event. ~ 58,000 page views per month.
- ✓ Prominent placement in a print newsletter (published March 2023) to 5,000 people (hard copy) and 14,000 online.
- ✓ Numerous social media communications to a total audience of over 70,000.
- ✓ Name/logo recognition at the event slide show and program.
- ✓ Complimentary event tickets based on your sponsorship level.

**The levels of sponsorship are:**

	Speak at the event	Event Slideshow/ Program	E-news to 22,000	Logo SH Website	Recognition in Print Newsletter	Social Media	Complimentary Event Tickets
Presenting \$15,000	X	Several Slides/Page	Logo	With Link	½ page	3 exclusive Posts + Numerous	24 tickets, reserved tables
Gold \$10,000		Slide/Page	Logo	With Link	½ page	2 exclusive Posts + Numerous	16 tickets, reserved tables
Silver \$5,000		Slide	Logo	X	¼ page	1 Exclusive Post + Numerous	12 tickets reserved tables
28 <sup>th</sup> Anniversary \$1,600		Logo	Logo	X	Logo	Numerous Logo	Reserved table For 8
Sustaining \$800		Logo	Logo	X	Logo	Numerous Logo	Reserved ½ table for 4
Supporting \$500		Logo	Logo	X	Logo	Numerous Logo	Two reserved seats
Small Business \$250		Name	Name	Name	Name	Numerous Name	One reserved seat

Please return the attached pledge form to me at the address below. Please also email your logo in JPG format prior to the sponsorship deadline of March 3, 2023.

Pam Miller, Founder and President  
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