

**Halifax Humane Society's  
2<sup>nd</sup> Annual Fur Ball Gala**



**Thursday, December 1  
Ocean Center  
Daytona Beach**

Featuring a chocolate tasting competition  
conducted by local chocolatier

**Angell & Phelps**



Dear Animal Advocate,

The Halifax Humane Society is proud to announce the 2<sup>nd</sup> Annual Fur Ball Holiday Gala and Silent Auction. This year's theme is "A *Chocolate Affair*" and will take place Thursday, December 1, 2011 at the Ocean Center in Daytona Beach. Tickets are only \$75 per person and we are anticipating 600 guests to come out and enjoy a cocktail reception, dinner, dancing with live entertainment, fabulous silent & live auctions, and a dessert lounge.

Last year, our Inaugural event was such a success that we had to move locations to accommodate all the inquiries for attendance. The twist this year is our chocolate theme. After dinner, all guests will be able to indulge in our chocolate lounge provided by local dessert companies, caterers, and our own local chocolatier, Angell & Phelps.

It is our sincere hope that your company will consider sponsoring the 2<sup>nd</sup> Annual Fur Ball Gala. We are a 100% donation based facility taking in hundreds of animals a week which mean we rely on your generosity to help provide for the animals. All proceeds from this event will directly support the neglected and abandoned animals of our shelter. With your help, we hope to raise over \$60,000 to save and rehabilitate the animals in Volusia County. Some shelter statistics for your knowledge:

- We care for over 18,000 animals each year.
- It takes 200 lbs of food needed to feed the dogs and cats daily
- We assist with medical care for animals through the Emergency Medical Fund
- We offer low cost spay/neuter programs

This is sure to be an evening to remember and I hope that you will consider being a part of it. Please review the sponsorship packet to see what we have available. If you do not see something that fits your needs, we will be more than happy to work with you to showcase your company.

Thank you in advance for your consideration and we hope to see you December 1<sup>st</sup>!  
Spay, Neuter, Adopt, Love,

A handwritten signature in purple ink that reads "Jessica Yelvington". The signature is written in a cursive, flowing style.

Jessica Yelvington  
HHS, Special Events Manager



## Partnership Marketing

Halifax Humane Society Partnership Marketing enables companies to benefit from the proven successful relationships with nonprofits along with taking advantage of the enormous appeal of animals. A partnership with the HHS allows us to continue our mission of serving abused and neglected animals in Volusia County while endearing consumers to your brand. According to recent research\*:

- 87% of Americans will switch from one product to another, price and quality equal, if the company is associated with a good cause
- 19% of Americans will buy a more expensive brand of a company that supports a cause
- 83% of Americans wish more of the products, services and retailers they use would support causes
- 85% of consumers have a more positive image of a product or company when it supports a cause they care about
- 91% believe companies should consider causes important in the communities where they do business
- 75% of Americans want companies to give them the opportunity to donate to a company-identified nonprofit

Among these causes with which Americans connect, few are as powerful in their reach as those that help animals. More than 63 million US households have pets. Nine out of ten pet owners consider their pet to be part of the family\*\*. When you partner with the HHS, you become synonymous with an organization that has been serving our community for over 74 years.

\*2010 Cone Cause Evolution Survey

\*\*ASPCA Statistics



## **Presenting Sponsorship**

As the \$10,000 **PRESENTING SPONSOR** your business will receive all the following premium sponsorship benefits:

### **Competitive Edge & Guaranteed Prominence**

At this level of sponsorship, your business is guaranteed industry exclusivity through the Halifax Humane Society's Fur Ball Gala. Your business is guaranteed prominence at the event.

### **Event Visibility**

As an event sponsor your company will receive the following benefits:

- Guaranteed logo placement on billboards in our area
- You will be mentioned on multiple 30 second and 60 second PSA's on 3 radio stations
- Your company logo will be on invitations if logo provided by October 15th (Direct Mail invitation going to over 5000 people)
- Your company logo will be included on all day pre-event promotions including print, billboards, radio, newspaper, and all press releases
- You will receive 2 complimentary tables at the event (Value \$1,200)
- Your company will be able to hang a banner in the event space
- Your logo will be listed on our Welcome Board & sponsor banner
- Your logo will be included in our event slide show
- Your logo will be listed on all social media including Facebook & website updates
- Name recognition on our website [www.halifaxhumanesociety.org](http://www.halifaxhumanesociety.org) for one year (with link to your website)

### **Educational Opportunities**

Our staff would love to come to your business to educate your employees on local programs and services that support the 18,000 homeless animals we care for each year.

### **Continued Benefits**

Personalized "Award of Appreciation" suitable for display at your company



## **Platinum Sponsorship**

As a \$5,000 Platinum Level Sponsor your business will receive all of the following sponsorship benefits:

### **Competitive Edge & Guaranteed Prominence**

At this level of sponsorship, your business is guaranteed industry exclusivity through the Halifax Humane Society's Fur Ball Gala.

### **Event Visibility**

As an event sponsor your company will receive the following benefits:

- Your company logo will be on invitations if logo provided by October 15th (Direct Mail invitation going to over 5000 people)
- Limited Radio Publicity
- Your company logo will be included on all day pre-event promotions including print, radio, newspaper, and any press releases
- You will receive 1 complimentary table at the event (Value \$600)
- Your company will be able to hang a banner in the event space
- Your logo will be included in our event slide show
- Your logo will be listed on all social media including Facebook & website updates
- Your logo will be on our Welcome Board & sponsor banner
- Name recognition on our website [www.halifaxhumanesociety.org](http://www.halifaxhumanesociety.org) for one year (with link to your website)

### **Educational Opportunities**

Our staff would love to come to your business to educate your employees on local programs and services that support the 18,000 homeless animals we care for each year.

### **Continued Benefits**

Personalized "Award of Appreciation" suitable for display at your company



## **Gold Sponsorship**

As a \$2,500 Gold Level Sponsor your business will receive all the following sponsorship benefits:

### **Event Visibility**

As an event sponsor your company will receive the following benefits:

- Your company logo will be on invitations if logo provided by October 15th (Direct Mail invitation going to over 5000 people)
- Your company logo will be included on all day pre-event promotions including print, newspaper, and any press releases
- You will receive 5 complimentary tickets to the event (Value \$375)
- Your logo will be included in our event slide show
- Your logo will be listed on all social media including Facebook & website updates
- Your logo will be on our Welcome Board & sponsor banner
- Name recognition on our website [www.halifaxhumanesociety.org](http://www.halifaxhumanesociety.org) for one year (with link to your website)

### **Continued Benefits**

Personalized "Award of Appreciation" suitable for display at your company

## **Silver Sponsorship**

As a \$1,000 Silver Level Sponsor your business will receive all the following sponsorship benefits:

### **Event Visibility**

As an event sponsor your company will receive the following benefits:

- Your company logo will be on invitations if logo provided by October 15th (Direct Mail invitation going to over 5000 people)
- You will receive 2 event tickets for the day of the event (value \$150)
- Your logo will be listed on the welcome board & sponsor banner at the event as well as all event press releases.
- Name recognition on our website [www.halifaxhumanesociety.org](http://www.halifaxhumanesociety.org) for one year (with link to your website)



**Official Intent to Sponsor**

Donor/Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please mark next to the participant level below:**

- Presenting Sponsor \$10,000
- Gold Sponsor \$2,500
- Other: \_\_\_\_\_
- In-Kind Donation of \_\_\_\_\_ Value \$ \_\_\_\_\_
- Platinum Sponsor \$5,000
- Silver Sponsor \$1,000

We cannot participate this time, but enclosed is a check for \$\_\_\_\_\_ to help the animals at HHS. Please email your logo in tif, eps with links, or jpeg to [jyelvington@halifaxhumanesociety.org](mailto:jyelvington@halifaxhumanesociety.org) by October 15, 2011 to be included in the event invitation & promotional materials.

**Please indicate billing:**

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Please Bill Us \_\_\_\_\_ Please Bill Credit Card

Name as it appears on card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Please make checks payable to:**

Halifax Humane Society, Tax ID: 59-0530990  
Attention: Fur Ball, 2364 LPGA Blvd, Daytona Beach, FL 32124  
For questions, please contact Jessica, 274-4703 x328 or  
[jyelvington@halifaxhumanesociety.org](mailto:jyelvington@halifaxhumanesociety.org)