

THE
ANTI-CRUELTY
SOCIETY

1899 **125** 2024

125TH ANNIVERSARY GALA

Sponsorship Packet

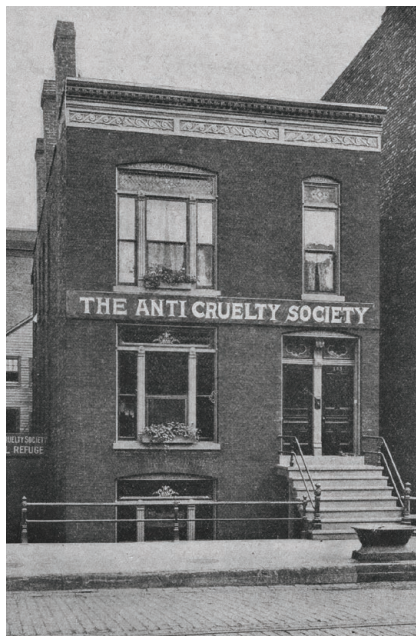


Join us on a journey to build a healthy
and happy community where pets and
people thrive together.

Saturday, March 9, 2024

The Geraghty, 2520 S. Hoyne Ave., Chicago, IL

ABOUT The Anti-Cruelty Society



**Founded in 1899
by Rose Fay
Thomas,
The Anti-Cruelty
Society is
Chicago's oldest
and largest,
private, open-
admission,
unlimited stay
animal welfare
organization.**

The Anti-Cruelty Society's comprehensive programs and services help more than 20,000 animals and humans every year through:

- Adoption
- Community care clinic
- Low or no-cost spay/neuter clinic
- Cruelty investigations and rescues
- Humane education & community outreach
- Free behavior helpline
- Pop-up Pet Food Pantry program
- S.A.F.E. program (short-term accommodations for emergencies)
- Bruckner Rehabilitation & Treatment Center
- Virginia Butts Berger Cat Clinic
- Dog Rehabilitation Center

For more information, visit anticruelty.org.

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ACS IMPACT:

In 2022, The Anti-Cruelty Society found forever homes for 4,264 animals.

ABOUT The Event



In commemoration of The Anti-Cruelty Society's 125th Anniversary, join us on a journey to build a healthy and happy community where pets and people thrive together. Our destination – BEST Care for Animals, BEST Care for People, and BEST Care in Communities.

Your strategic partnership with The Anti-Cruelty Society will provide care and support to thousands of homeless and neglected animals in need each year and set the foundation for another 125 years.

Driving Impact Beyond the Ballroom: This momentous celebration takes the endeavors of The Anti-Cruelty Society beyond the table into a year-round 125th campaign, bringing the spirit of ACS to life. The 125th Anniversary focuses on the mission-critical work within communities across Chicago and demonstrates our deep commitment to building a humane Chicago for pets and people.

Your sponsorship participation during this celebration will reach a dedicated and engaged audience of loyal supporters, increasing your brand visibility while demonstrating your commitment to The Anti-Cruelty Society and the animals we serve.



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ACS IMPACT:

In 2022, The Anti-Cruelty Society performed 6,276 spay/neuter surgeries.

125TH ANNIVERSARY GALA

Sponsorship Levels & Benefits



As a sponsor, you will be well-marketed and benefit from the following:

- Access to our diverse demographic in terms of gender, age, ethnicity, education and income
- Inclusion in our social networking initiatives; Facebook, Twitter, YouTube, LinkedIn, and TikTok, accumulating over **60,000 followers**
- Recognition in our Annual Report which reaches **30,000 supporters** and is included on our website
- Inclusion in all printed materials regarding this event (**prior to December 15**), including our invitation that we mail to **3,500 households**
- For qualifying Sponsors, logo promotion on the The Anti-Cruelty Society website which attracts thousands of visitors daily

Presenting Sponsor

\$125,000 Investment

- Four tables (48 tickets) at The Anti-Cruelty Society's Gala on March 9th, 2024
- VIP reception access for 48 guests
- Valet service for 12 vehicles
- Premier logo placement on all campaign collateral, as well as prominent recognition in press and media
- Opportunity for a C-Suite Company representative to co-chair the gala
- Company representation on the digital invitation
- Exclusive sponsorship of Photobooth
- Verbal acknowledgment during evening remarks
- Speaking opportunity at the kick-off and gala
- Tier one logo placement on all marketing materials and the event website
- Six dedicated social media posts throughout the year (content to be mutually agreed upon)
- Option to include a 1-minute video created by your organization
- Inclusion in the invitation listing (if committed by December 15, 2023)
- Exclusive invitations to behind-the-scenes events and tours
- Featured company presence in the impact video
- Recognition in our Annual Report
- Eight (8) tickets to the March 7th special building celebration

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March 9, 2024

For more information about sponsorship opportunities, contact Shannon McCahill, Director of Major Gifts:
smccahill@anticruelty.org

125TH ANNIVERSARY GALA

Sponsorship Levels & Benefits (cont.)



Cornerstone Sponsor

\$50,000 Investment

- Three tables (36 tickets) at The Anti-Cruelty Society's Gala on March 9, 2024
- VIP reception access for 36 guests
- Valet service for 6 vehicles
- Opportunity for a C-Suite Company representative to co-chair the gala
- Verbal recognition during evening remarks
- Prominent signage recognition at the event
- Exclusive sponsorship of Cocktail Napkins
- Inclusion in the invitation listing (if committed by December 15, 2023)
- Recognition in our Annual Report
- Inclusion in press releases
- Tier two logo placement on all marketing materials and the event website
- Exclusive invitations to behind-the-scenes webinars and events
- Four (4) tickets to the March 7th special building celebration
- Four dedicated Social Media posts throughout the year



Grand Sponsor

\$25,000 Investment

- Two Tables of twelve (24 tickets)
- VIP reception access for 24 guests
- Valet service for 4 vehicles
- Verbal recognition during evening remarks
- Prominent signage recognition at the event
- Inclusion in the invitation listing (if committed by December 15, 2023)
- Recognition in our Annual Report
- Inclusion in press releases
- Tier three logo placement on the event website
- One dedicated Social Media post throughout the year
- Two (2) tickets to our March 7th special building celebration

Silver Sponsor

\$10,000 Investment

- One table of twelve (12 tickets)
- VIP reception access for 12 guests
- Valet service for 2 vehicles
- Prominent signage recognition at the event
- Tier four of company name on all marketing materials and the event website

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125TH ANNIVERSARY GALA

Sponsorship Commitment



SPONSORSHIP OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$125,000 | <input type="checkbox"/> Grand Sponsor - \$25,000 |
| <input type="checkbox"/> Cornerstone Sponsor - \$50,000 | <input type="checkbox"/> Silver Sponsor - \$10,000 |

Contributor's Name (as you wish it listed on all materials)

Business Name

Main Contact

Address

City, State, Zip

Phone

Email

PAYMENT INFORMATION

Payment: ☐ VISA ☐ MasterCard ☐ American Express ☐ ACH/EFT
☐ Discover ☐ Check (payable to The Anti-Cruelty Society)

Name on card

Credit card

Expiration date MM/YYYY

CVV

Authorized signature

For more information, visit anticruelty.org/gala

Please return this completed form to Shannon McCahill by Wednesday, December 15 to be included in marketing materials and Wednesday, February 7 for day of signage.

The Anti-Cruelty Society, attn. Shannon McCahill, 157 West Grand Avenue, Chicago, IL 60654

Email: smccahill@anticruelty.org, Phone: 312-645-8025, Fax: 312-644-3878

THE ANTI-CRUELTY SOCIETY IS A 501(C)(3) ORGANIZATION, FEDERAL TAX ID 36-2179814

We are not funded or operated by any parent organization or governmental agency.