



2022 Sponsorship Opportunities





There's nothing more glamorous than a big heart.

The Fur Ball helps the SPCA of Texas rescue, heal and find homes for thousands of animals each year. As the oldest, largest animal welfare organization in North Texas, we help pets right here in our backyard... now and in the future.

Date

October 1, 2022

Time

6:30PM – 12:00AM

Location

**Hyatt Regency
Downtown Dallas**

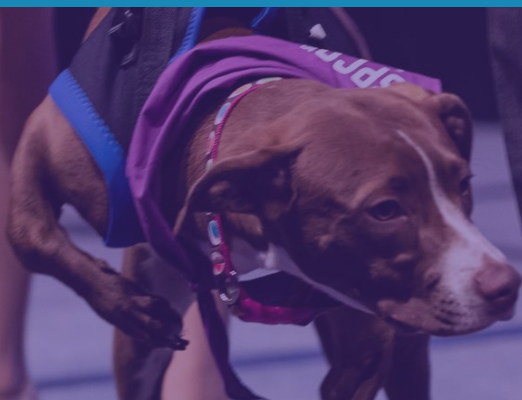
300 Reunion Blvd.
Dallas, Texas 75207

One night that changes the lives of countless animals.

Fur Ball is a black-tie gala that includes live music, dinner and both live and silent auctions.

**We are planning on an in-person 2022 Fur Ball and will follow CDC guidelines to best ensure the comfort, health and safety of our guests. Please visit FurBallDallas.com for updates.*

Humanity Sponsor



Benefits

Exclusivity

- Official Presenting Sponsor of Fur Ball 2022
- Lightbox on SPCA.org
- Hotel accommodations for two (*one room*) for one night (*Saturday only*)
- Unlimited use of the SPCA of Texas logo and name for one year (**pending review and approval by the SPCA of Texas*)
- Opportunity for one corporate executive to be listed on Host Committee

Tickets

- 10 tickets to the **Fur Ball Patron Party**
- 20 tickets to the **2022 Fur Ball** with name recognition, preferred seating with prominent location

Marketing Items

Top recognition in Fur Ball marketing materials, including press release(s), media coverage and newsletter

Event Invitations

Top placement on all invitations

Event Website

Top placement on Fur Ball website

Email Marketing

Top placement with linked name and/or logo on all Fur Ball communications before and after event

Social Media

Full integration into SPCA of Texas social media plan surrounding Fur Ball with **a minimum of 12 tagged posts**

Sponsor Signage at Event

- Top placement on all sponsor recognition signage in select areas throughout the Fur Ball
- Recognition on sponsor signage at registration and check out area
- Recognition on Bid Paddle
- Top placement in Fur Ball program's sponsor recognition section

Multimedia Presentation at Event

- Onstage recognition during Fur Ball live program to stand to be acknowledged if desired
- Throughout Multimedia Presentation during event
- Exclusive slide with your name or corporate logo on rotating screen playing during event

Product Takeaway/Sampling at Event

Opportunity to distribute premium company take away(s) if desired (**provided by sponsor, pending review and approval of sponsor and the SPCA of Texas*)

Helps keep families together by providing pet food, medical care and housing assistance to more than 2,000 pet families each year.



\$50,000 Gift

Joy Sponsor

Benefits

Exclusive Naming Options

- Live Auction
- Valet
- Silent Auction

Tickets

- 8 tickets to the **Fur Ball Patron Party**
- 20 tickets to the **2022 Fur Ball** with name recognition, preferred seating with prominent location

Marketing Items

Recognition in Fur Ball marketing materials, including press release(s)

Event Invitations

Prominent recognition in Fur Ball invitations

Event Website

Prominent placement on Fur Ball website

Social Media

Integration into SPCA of Texas social media plan surrounding Fur Ball with **a minimum of 8 tagged posts**

Sponsor Signage at Event

- Prominent recognition on sponsor signage in selected areas throughout the Fur Ball
- Recognition on sponsor signage at registration and check out area
- Recognition on Bid Paddle (*Auction Sponsors only*)
- Placement in Fur Ball program's sponsor recognition section

Multimedia Presentation at Event

- Prominent visual recognition in multimedia presentation

Helps prevent and prosecute animal cruelty through the Animal Cruelty Investigations Unit in more than 1,100 cases each year.



\$25,000 Gift

Kindness Sponsor

Benefits

Exclusive Naming Options

- Catwalk (logo on Step & Repeat)
- Entertainment
- Invitation
- Patron Party

Tickets

- 6 tickets to the **Fur Ball Patron Party**
- 10 tickets to the **2022 Fur Ball** with name recognition, and preferred seating

Marketing Items

Recognition in Fur Ball marketing materials, including press release(s)

Event Website

Placement on Fur Ball website

Event Invitations

Recognition in Fur Ball invitations

Social Media

Integration into SPCA of Texas social media plan surrounding Fur Ball with **a minimum of 6 tagged posts**

Sponsor Signage at Event

- Prominent recognition on sponsor signage in select areas throughout the Fur Ball
- Placement in Fur Ball program's sponsor recognition section

Multimedia Presentation at Event

- Visual recognition in multimedia presentation

Provides critical care for pets throughout North Texas, including more than 19,000 spay and neuter surgeries each year.



\$15,000 Gift

Caring Sponsor

Benefits

Exclusive Naming Options

- ~~Cuddle Zone~~ - **SOLD**
- Desserts
- Paddle Raise
- Photo Booth
- Video Screen

Tickets

- 4 tickets to the **Fur Ball Patron Party**
- 10 tickets to the **2022 Fur Ball** with name recognition, and preferred seating

Marketing Items

Recognition in Fur Ball marketing materials, including press release(s)

Event Invitations

Recognition in Fur Ball invitations

Event Website

Placement on Fur Ball website

Social Media

Integration into SPCA of Texas social media plan surrounding Fur Ball with **a minimum of 3 tagged posts**

Sponsor Signage at Event

- Recognition on sponsor signage in select areas throughout the Fur Ball
- Recognition on Bid Paddle
- Placement in Fur Ball program's sponsor recognition section

Supports the love and care for the more than 4,500 animals that enter our shelters each year.



\$10,000 Gift

Companion Sponsor

Benefits

Exclusive Naming Options

- Individual Bar

Tickets

- 2 tickets to the **Fur Ball Patron Party**
- 10 tickets to the **2022 Fur Ball** with name recognition, and preferred seating

Marketing Items

Recognition in Fur Ball marketing materials, including press release(s)

Event Invitations

Recognition in Fur Ball invitations

Event Website

Placement on Fur Ball website

Social Media

Integration into SPCA of Texas social media plan surrounding Fur Ball with **a minimum of 1 tagged post**

Sponsor Signage at Event

- Recognition on sponsor signage in select areas throughout the Fur Ball
- Placement in Fur Ball program's sponsor recognition section

Supports enrichment activities for animals in our care, such as puzzle toys, play groups and scent therapy



\$5,000 Gift

Best Friend Tables

Benefits

Tickets

10 tickets to the **2022 Fur Ball** with name recognition

Marketing Items

Recognition in Fur Ball marketing materials, including press release(s)

Event Invitations

Recognition in Fur Ball invitations

Event Website

Placement on Fur Ball website

Sponsor Signage at Event

Placement in Fur Ball program's sponsor recognition section

Ensures that our Foster Heroes have the supplies and support they need to care for more than 1,000 fostered animals each year



\$4,000 Gift

Custom Package



Not finding what you are looking for?

Are you looking to focus on day-of activation, being included in marketing assets, or both?



















































We can customize a package that meets your marketing and budget needs.



One night that changes the lives of countless animals.

Your support of Fur Ball gives you entry to an entertaining night of dinner, dancing and auctions, but its impact for animals is serious. Your donations at Fur Ball and throughout the year support our mission to provide every animal with exceptional care and a loving home.

Fur Ball Packages

SPONSORSHIP BENEFITS	HUMANITY	JOY	KINDNESS	CARING	COMPANION	BEST FRIEND TABLE
CATEGORY EXCLUSIVE						
EXCLUSIVE NAMING OPPORTUNITIES						
# OF TICKETS TO FUR BALL	20	20	10	10	10	10
# OF TICKETS TO PATRON PARTY	10	8	6	4	2	
RECOGNITION IN/ON:						
LIGHTBOX ON SPCA.ORG						
MINIMUM # OF TAGGED SOCIAL POSTS	12	8	6	3	1	
MINIMUM # OF PRESS RELEASE(S)						
PLACEMENT ON EVENT WEBSITE						
EVENT PROGRAM SPONSOR SECTION						
ALL INVITATIONS						
SELECT SIGNAGE AT EVENT						
BID PADDLE						
ALL MARKETING MATERIALS						
MULTIMEDIA PRESENTATION ONSTAGE AT EVENT						
ONSTAGE DURING EVENT						
EXCLUSIVE SLIDE WITH COMPANY NAME DURING EVENT						
PRODUCT TAKEAWAY OR SAMPLING AT EVENT						
GIFT AMOUNT	\$50K	\$25K	\$15K	\$10K	\$5K	\$4K



Thank You

For more information please contact:

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