

**HUMANE SOCIETY <sup>OF</sup> UTAH**



*Wags to Wishes*  
**GALA**

*Sponsorship  
Opportunities*

November 2, 2024 – Hyatt Regency SLC



# Wags to Wishes GALA

## EVENT DETAILS

**Saturday, November 2, 2024**  
**Hyatt Regency: Salt Lake Ballroom**  
[UtahHumane.org/Gala](https://UtahHumane.org/Gala)

To benefit the Humane Society of Utah

## OVERVIEW

The Humane Society of Utah's 12th Annual Wags to Wishes Gala promises to be an unforgettable evening, filled with heartwarming moments and opportunities to further our mission of compassion. Join us at our most significant annual fundraising event as we come together as a community to raise essential funds for animals in need.

## ATTENDEE HIGHLIGHTS

- 600+ community members united by their love of animals
- Attendees from across the state of Utah
- Data from previous attendees indicate that participants at this event tend to be more affluent and culturally influential in Utah



## SPONSOR BENEFITS

- All sponsors will receive one table for up to 10 guests
- Your company logo will be included on signage at the event as well as in the digital event program
- Most sponsorship levels include your logo in emails promoting the event and on the event website



## HSU ONLINE PRESENCE HIGHLIGHTS



**4.3 Million**  
Website Page Views



**63,000**  
Email Subscribers



**65,000**  
Instagram Followers



**107,000**  
Facebook Followers



**8,000** TikTok Followers and growing rapidly

## SPONSORSHIP OPPORTUNITIES

Marketing Assets	Diamond (Presenting) Sponsor: \$30,000 <i>Exclusive</i>	Emerald Sponsor: \$20,000 <i>Exclusive</i>	Ruby Sponsor: \$10,000	Sapphire Sponsor: \$7,000	Amethyst Sponsor: \$3,500
Company tagged on social media posts promoting the Gala	★				
At least 30 days leading up to the event, your organization logo will appear on HSU's Interstate-15 electronic billboard sign	★	★			
Company logo featured on bid cards for paddle raise	★	★			
Recognition on "Support our Business Partners" on HSU website for 1 year	★	★	★		
Company logo and sponsorship featured in our annual report	★	★	★		
Adoption package insert (brochure or insert provided by sponsor) one month promotion	★	★	★		
Logo displayed on looping video during reception	★	★	★		
Logo, company name and sponsor type featured prominently on event webpage	★	★	★	★	
Logo included in emails promoting this event	★	★	★	★	
Advertisement in our digital event program	Full Page	Full Page	Half Page	Quarter Page	Quarter Page
Logo will be displayed on signage at the event	Entrance & banquet hall	Entrance & banquet hall	★	★	★
Discount on VIP Experience	50%	50%	50%	25%	25%
Includes 1 table of 10 guests	2 Tables Premier Seating	Preferred Seating	Preferred Seating	★	★
Thanked verbally during the program by our emcee	★	★	★	★	Event Closing
Name Recognition on online auction platform	★	★	★	★	★
Organization's logo will be featured as your specific sponsor type in digital event program	★	★	★	★	★

## SPECIALTY SPONSORSHIPS

Marketing Assets	Bar Sponsor: \$10,000 <i>Exclusive</i>	VIP Experience Sponsor: \$5,000 <i>Exclusive</i>	Doggy Runway Sponsor: \$5,000 <i>Exclusive</i>	Table Sponsor: \$2,500
Logo on napkins handed out with bar service	★			
Signature cocktail credited to your business	★			
Logo displayed on looping video during reception	★			
Logo included in emails promoting this event	★	★	★	
Advertisement in our digital event program	Half Page	Quarter Page	Quarter Page	
Logo will be displayed on signage at the event	★	★	★	
Organization's logo will be featured as your specific sponsor type in digital event program	★	★	★	
Discount on VIP Experience	50%	50%	25%	
Includes 1 table of 10 guests	★	★	★	★
Thanked verbally during the program by our emcee	★	★	★	Event Closing
Name Recognition on online Auction Platform	★	★	★	★
Company name and logo on table placards				★



## EVENT DETAILS AND REMINDERS

- 🐾 Please dress in formal attire
- 🐾 This year's gala will have a Masquerade theme, adding to the elegance and charm of the evening

To take full advantage of your sponsorship benefits, please have your logo submitted by:

- 🐾 **9/21/24** for pre-event emails
- 🐾 **10/5/24** for event signs and banners

## YOUR IMPACT

The Humane Society of Utah is dedicated to the elimination of pain, fear, and suffering in all animals. Our goal is to keep pets and people together, bring them together, and help move each animal to their most appropriate outcome as quickly as possible.

Thanks to our donors and sponsors, the 2023 Wags to Wishes Gala raised a record amount of **\$249,000**, which allowed us to help animals in crisis with veterinary care, emergency housing, food, medicine, and the daily care they require for their physical health and mental well-being! Will you join us in transforming the lives of animals to reach new milestones this year so we can answer the ever-increasing calls for help?

To claim your sponsorship, please email  
**[sponsor@utahhumane.org](mailto:sponsor@utahhumane.org)** or call  
**801-506-7893.**

