

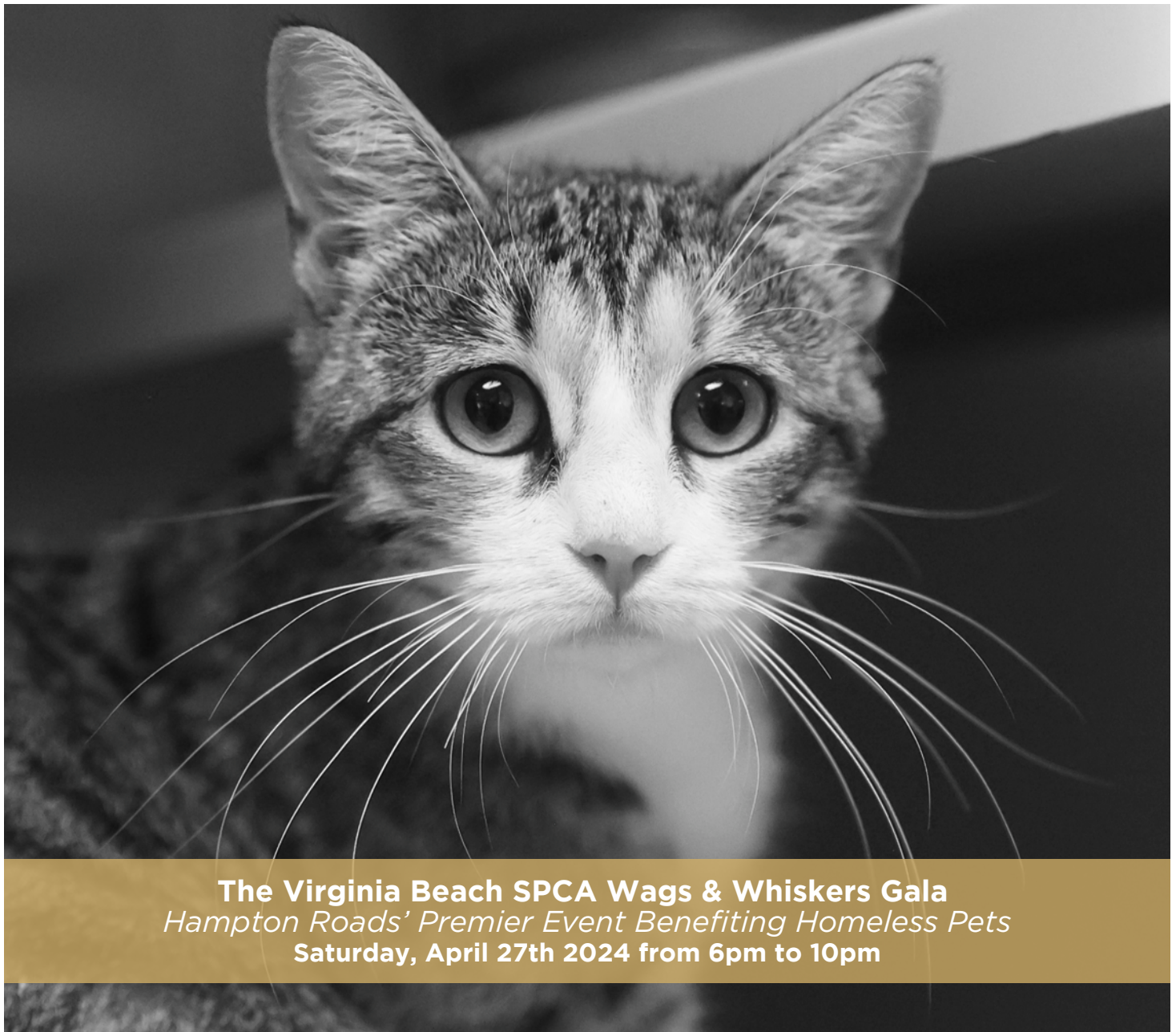
FOR THE ANIMALS



VBSPCA WAGS & WHISKERS GALA
SUNSET SPEAKEASY

**SPONSORSHIP
OPPORTUNITIES**

APRIL 27TH, 2024



The Virginia Beach SPCA Wags & Whiskers Gala
Hampton Roads' Premier Event Benefiting Homeless Pets
Saturday, April 27th 2024 from 6pm to 10pm

ABOUT THE GALA

The Wags & Whiskers Gala is an annual event celebrating the animals of the Virginia Beach SPCA. This year's theme is Sunset Speakeasy, and over 400 guests will gather at New Realm Brewing to toast, celebrate, and support our mission of eliminating animal suffering and increasing human compassion. The Wags & Whiskers Gala is our biggest fundraising event of the year, bringing in critical funding for the homeless animals of our community. Guests will enjoy a spectacular evening of delicious cuisine, festive cocktails, live music, activities, auctions, and more. This will be a night to remember, and we can't do it without the help of our sponsors.

Sunset Speakeasy Co-Chairs:
Leila Bradley & Brandon Pavlacka

OUR AUDIENCE

Your sponsorship resonates throughout the year, as our mission of compassion reaches hundreds of thousands in our community. Because of your generosity, we are committed to showcasing your business to our supporters and guests. Your brand has the opportunity to touch 400+ Wags & Whiskers Gala attendees as well as the following VBSPCA supporters annually:

- 25,000+ shelter visitors through our in-house advertising.
- 7,000+ homes and businesses through our mailed invitations and VBSPCA Creature Chronicles newsletters.
- 60,000+ active followers on our social media channels.
- 13,000+ subscribers to our emailed promotions and updates.
- 415,000+ unique visitors to our website.

2023 GALA SPONSORS



CHARLES BARKER
AUTOMOTIVE



**VICKIE
THOMPSON**



DeCroix Family
—FOUNDATION—

**DEBBIE & DON
KEELING**

PRIORITY
AUTOMOTIVE

**DOUG & DERBY
BRACKETT**

**TRISH
BLUE**

**ANGIE & DAMIEN
LOMBARDI**



**Superior
INTERIORS**

**THE
TOWLER
FAMILY**

Michael Brooks, CFA, CFP
TRUIST



AL ALBOWICH



Wealth
Management



**BARBARA TAYLOR
CREECH**



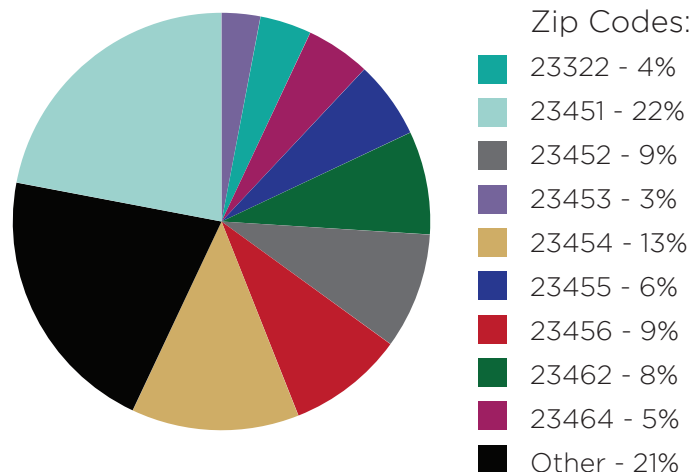
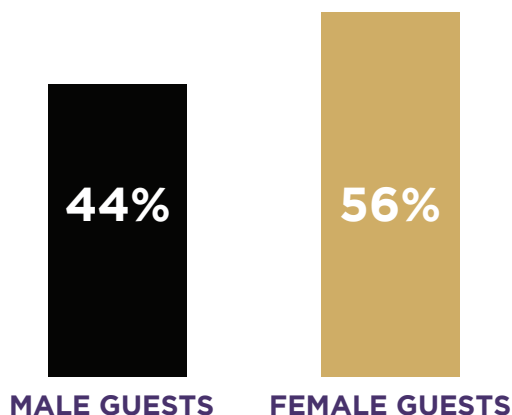
**Zoby &
Broccoletti, P.C.**



**The value of your sponsorship extends
far beyond the night of the event**

IN ATTENDANCE

400 community leaders, philanthropists, local celebrities, entrepreneurs, and dedicated supporters will gather for a night of food, drink, and entertainment to celebrate the mission of the VBSPCA and provide much needed support for the year to come.



SPEAKEASY PRESENTING SPONSOR - \$15,000

TITLE LEVEL - 1 AVAILABLE

Impact: The VBSPCA provides all vaccines, rabies, flea and heartworm protection, spay/neuter, and adoption counseling so our adopters can take home an animal that is healthy and ready to live its forever life. The shelter and medical care for our animals is costly, and your sponsorship helps make second chances possible for more than 2,600 animals each year.

HOSPITALITY

VIP Tickets for 20 people with a choice of premier reserved lounge seating or 2x 10-top tables

Private concierge service for seating areas

Personal transportation to and from the event (max capacity 10 people)

Complimentary champagne

BRAND RECOGNITION

Premier logo placement on all printed promotional materials including gala invitation (If registered by 2/9/2024)

Premier logo placement on VBSPCA homepage, event webpage with hyperlink to business url, mobile bidding platform, and ticketing website

Logo recognition on VBSPCA in-house tv (ad to run for 6 months)

Full page color ad in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

12 month name recognition on a VBSPCA cat colony or large dog kennel

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

Brief speaking opportunity at gala to help kick off paddle raise

Logo on bid paddles and/or parting gift for 400+ guests

Full page color ad in printed event program

20 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

UNIQUE PERKS

Private tour of VBSPCA shelter post-event

Featured in 30 second video for event promotion in 2025

Office or home visit from shelter animals with video feature on VBSPCA social media

Invite to New Year's Donor Celebration



GLITZ & GLAMOR PREMIER SPONSOR \$12,500

Impact: The VBSPCA transfers in nearly 1,300 animals every year from partner shelters. While we occasionally do large scale transfers with partners across the country, more than 80% of the animals transferred to our shelter come from partners right here in our region. Your sponsorship will provide fuel and supplies, allowing us to bring homeless animals into our shelter to find their new homes.

HOSPITALITY

VIP Tickets for 20 people with a choice of premier reserved lounge seating or 2x 10-top tables

BRAND RECOGNITION

Logo placement on all printed promotional materials including gala invitation (If registered by 2/9/2024)

Logo placement on event webpage with hyperlink to business url

Logo recognition on VBSPCA in-house tv (ad to run for 3 months)

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

12 month name recognition on a VBSPCA cat colony or large dog kennel

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

Choice of single branded specialty item (If registered by 4/5/2024)

Acknowledgement during program

Recognition in printed event program

20 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

UNIQUE PERKS

Private tour of VBSPCA shelter post-event

Invite to New Year's Donor Celebration



BOOTLEG LIQUOR SPONSOR \$10,000

Impact: More than 1,000 animals are cared for by the VBSPCA's foster network every year. Your sponsorship will help provide supplies to foster homes, which provide specialized care.

HOSPITALITY

VIP Tickets for 20 people with premier reserved table seating

NIGHT OF BENEFITS

Exclusive signage at signature ring toss tent

Logo on all bottle prizes

Acknowledgement during program

Recognition in printed event program

20 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

UNIQUE PERKS

Private tour of the VBSPCA shelter post-event

Invite to New Year's Donor Celebration

BRAND RECOGNITION

Logo placement on all printed promotional materials including gala invitation (If registered by 2/9/2024)

Logo placement on event web page with hyperlink to business url

Logo recognition on VBSPCA in-house tv (ad to run for 3 months)

Recognition in summer VBSPCA newsletter (mailed to 7K+ households)

Inclusion in 2025 Gala sponsor packet

12 month sponsorship recognition on a VBSPCA cat colony or large dog kennel

Recognition in post-event email and thank you social post

PROHIBITION COCKTAIL SPONSOR \$7,500

Impact: The VBSPCA's Humane Education program reaches 1,500+ children each year. Your sponsorship will help us provide educational materials to children in our community.

HOSPITALITY

Tickets for 10 people with premier reserved table seating for 10

NIGHT OF BENEFITS

Branding of one cocktail item to include cups, napkins, etc. (If registered by 4/5/2024)

Recognition on bar signage

Recognition in printed event program

10 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

UNIQUE PERKS

Private tour of VBSPCA shelter post-event

Invite to New Year's Donor Celebration

BRAND RECOGNITION

Logo placement on all printed promotional materials

Logo placement on event webpage with hyperlink to business url

Logo recognition on VBSPCA in-house tv (ad to run for 2 months)

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

12 month name recognition on a VBSPCA cat condo or small dog kennel

Recognition in post-event email and thank you social post

POCKET ACES ACTIVITY SPONSOR \$5,000

HOSPITALITY

Tickets for 10 people with premier reserved table seating for 10

BRAND RECOGNITION

Logo placement on all printed promotional materials

Logo placement on event webpage

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

Recognition on signage at one activity

10 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

UNIQUE PERKS

Private tour of VBSPCA shelter

Invite to New Year's Donor Celebration

HIGH ROLLER TABLE SPONSOR \$2,750

HOSPITALITY

Tickets for 10 people with reserved table seating for 10

BRAND RECOGNITION

Logo placement on all printed promotional materials

Logo placement on event webpage

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

10 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar



CAT'S MEOW CONTRIBUTING SPONSOR \$2,000

HOSPITALITY

6 individual tickets & reserved picnic table seating

BRAND RECOGNITION

Logo placement on all printed promotional materials

Logo placement on event webpage

Inclusion in 2025 Gala sponsor packet

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

6 complimentary activity tokens

Recognition on event sponsor banner

Unlimited access to food/beverage and open bar

SWANKY SUPPORTING SPONSOR \$500

BRAND RECOGNITION

Logo placement on all printed promotional materials

Logo placement on event webpage

Recognition in summer VBSPCA newsletter (mailed to 7k+ households)

Inclusion in 2025 Gala sponsor packet

Recognition in post-event email and thank you social post

NIGHT OF BENEFITS

Recognition on event sponsor banner

INDIVIDUAL TICKET \$175

*price increases to \$195 on March 28th

Provides general admission access, one complimentary activity token, and unlimited food and beverage

WHY BECOME A SPONSOR

What began in 1989 as a local celebrity and pet fashion show, the Wags & Whiskers Gala has evolved to become one of our most impactful fundraising events and a true celebration for the animals. In 2023, the gala brought in over \$340,000 in critical funding, which directly supports our mission of eliminating animal suffering while increasing human compassion. This mission is achieved through animal sheltering and enrichment, veterinary care, spay and neuter initiatives, behavior training, and humane education programs.



WHERE THE FUNDS GO



Medical Care for Shelter Animals

The Miracle Medical Fund helps to offset the cost of medical care for over 2,600 homeless pets annually. The cost of this specialized care comes to over \$400,000 each year.



Lasting Animal Adoptions

Approximately 2,500 animals are adopted from the VBSPCA each year. We are committed to finding the right pet for the right family, and we take multiple measures to ensure our adoptions are successful.



Accessible Public Clinic Care to Keep Pets in Homes

The VBSPCA Medical Clinic offers low cost veterinary services and walk-in vaccine clinics to households with an annual income of \$65,000 or less. We work to make responsible pet ownership possible for all deserving individuals in our community.



Spay/Neuter Surgeries to Reduce Pet Overpopulation

In order to help reduce pet overpopulation, the Virginia Beach SPCA Clinic provides affordable spay/neuter services to the public. The clinic also provides spay/neuter surgeries to our shelter pets prior to adoption.



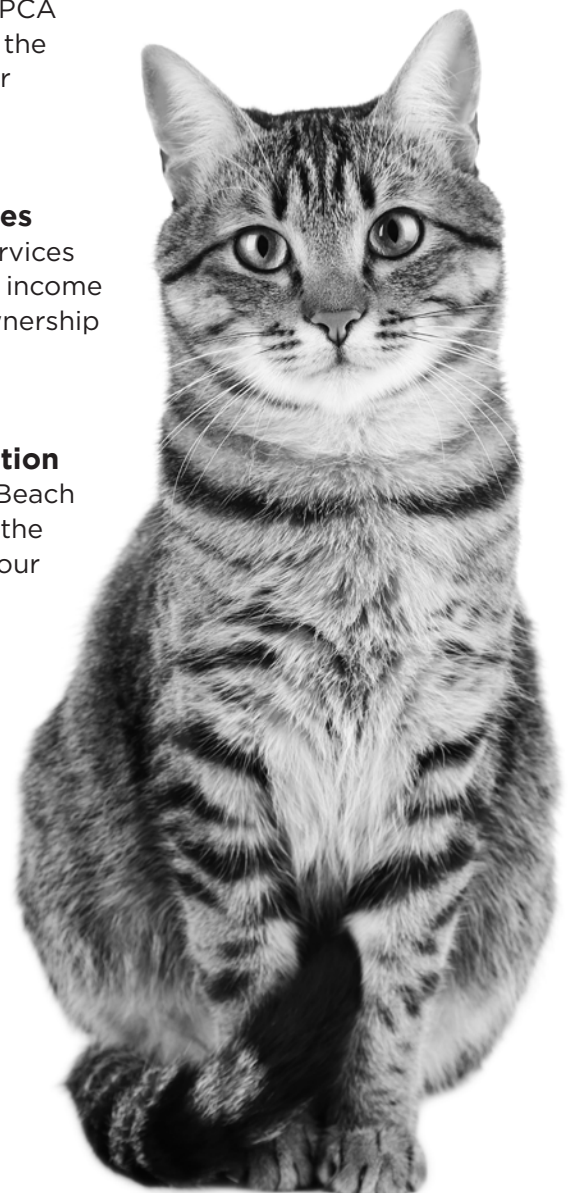
Mobile Spay/Neuter and Vaccine Services

Our mobile veterinary clinic travels to underserved neighborhoods and shelter partners to offer convenient, low-cost spay, neuter, vaccinations and preventive medications.



Humane Education for our Youth

The VBSPCA reaches nearly 1,500 children annually through virtual and in-shelter programs including literacy initiatives, our seasonal youth newsletters, educational visits, and online activities designed to instill the values of compassion, respect, and empathy.





**A DECADE OF VBSPCA
SIGNATURE EVENTS RAISED
\$2,800,000**



It is the mission of the Virginia Beach Society
for the Prevention of Cruelty to Animals (VBSPCA)
to create a more humane and responsible community
by eliminating animal suffering
while increasing human compassion.



Please join us on April 27th for a night in our
speakeasy and create a positive impact on the care of
our animals for many months to come.

For tickets, sponsorship, or to donate a silent auction item,
please contact the Development Office
at 757-427-0070 x142 or events@vbspca.com