



# 2023 Event Sponsorship



# ABOUT TUXES & TAILS GALA

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We are thrilled to announce the return of our highly anticipated annual gala, now rebranded as the **Tuxes and Tails Gala**, which will be held at the prestigious **Stowe Mountain Resort on November 4th**. This remarkable event promises to be an evening of elegance and compassion, all in support of a worthy cause.

Formerly known as the Menagerie Gala, this gathering has always been **North Country Animal League's** most significant fundraising event of the year. It serves as a vital source of funds for our shelter's operations, enabling us to provide essential medical care, shelter services, spay/neuter programs, adoptions, humane education initiatives, and community outreach efforts.

Our mission is **100% funded by the generosity of people within the communities we support.**





# ABOUT NORTH COUNTRY ANIMAL LEAGUE



**North Country Animal League (NCAL)** is an animal welfare organization dedicated to promoting compassionate and responsible relationships between humans and animals through adoptions, education and outreach, spaying/neutering, and sheltering of home seeking animals. **Since 1994, more than 14,000 homeless dogs and cats have found adoptive homes through NCAL.** NCAL's Equine Center and Pet Adoption Center offer multiple humane education opportunities throughout the year for young community members, aiming to nurture their empathy and sense of responsibility toward animals, build self-esteem and teach them to care and advocate for vulnerable animals.

While the Tuxes and Tails Gala promises an unforgettable night of glamour and excitement, its true purpose lies in raising awareness about the life-saving work carried out by North Country Animal League. Guests will have the opportunity to learn about our humane education programs, which play a crucial role in fostering compassion and responsible pet ownership. Sponsoring a North Country Animal League Event will save the lives of thousands of homeless and abused animals each year, and will give back to our community.

Learn more about us at [WWW.NCAL.COM](http://WWW.NCAL.COM)

# EXPAND YOUR REACH

OUR SUPPORTERS CAN BECOME YOUR SUPPORTERS



## 2022 STATISTICS

### SOCIAL MEDIA

**10K**  
FOLLOWERS  
on Facebook



**3.7K**  
FOLLOWERS  
on Instagram



### WEBSITE

    
**4,000 UNIQUE**  
Visitors per month (avg)



**800**  
average day

page views

### SUBSCRIBERS

in Constituent Database

OVER **4,500 email addresses**  
OVER **7,000 mailing addresses**

### EXPOSURE



Press and media releases,  
social media, posters, ads

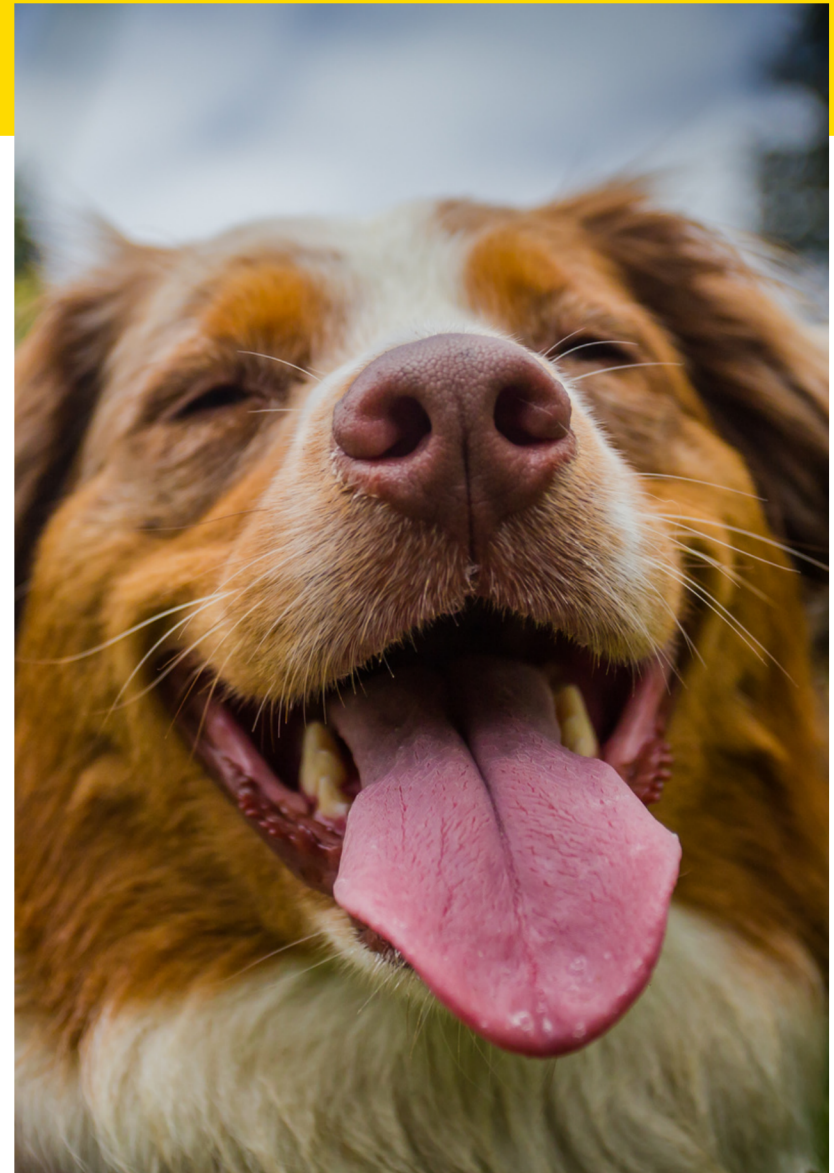


# ALPHA DOG BID PADDLE SPONSOR \$10,000

ONLY ONE SPONSOR LEVEL AVAILABLE

## SPONSOR BENEFITS

- Featured on bid/auction paddles during the event
- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Company recognition in all media releases
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo included in all event-related email blasts
- Logo Included in Event Program Book
- 8 complimentary seats to Tuxes & Tails Gala
- Concierge Service to Attendees at Gala

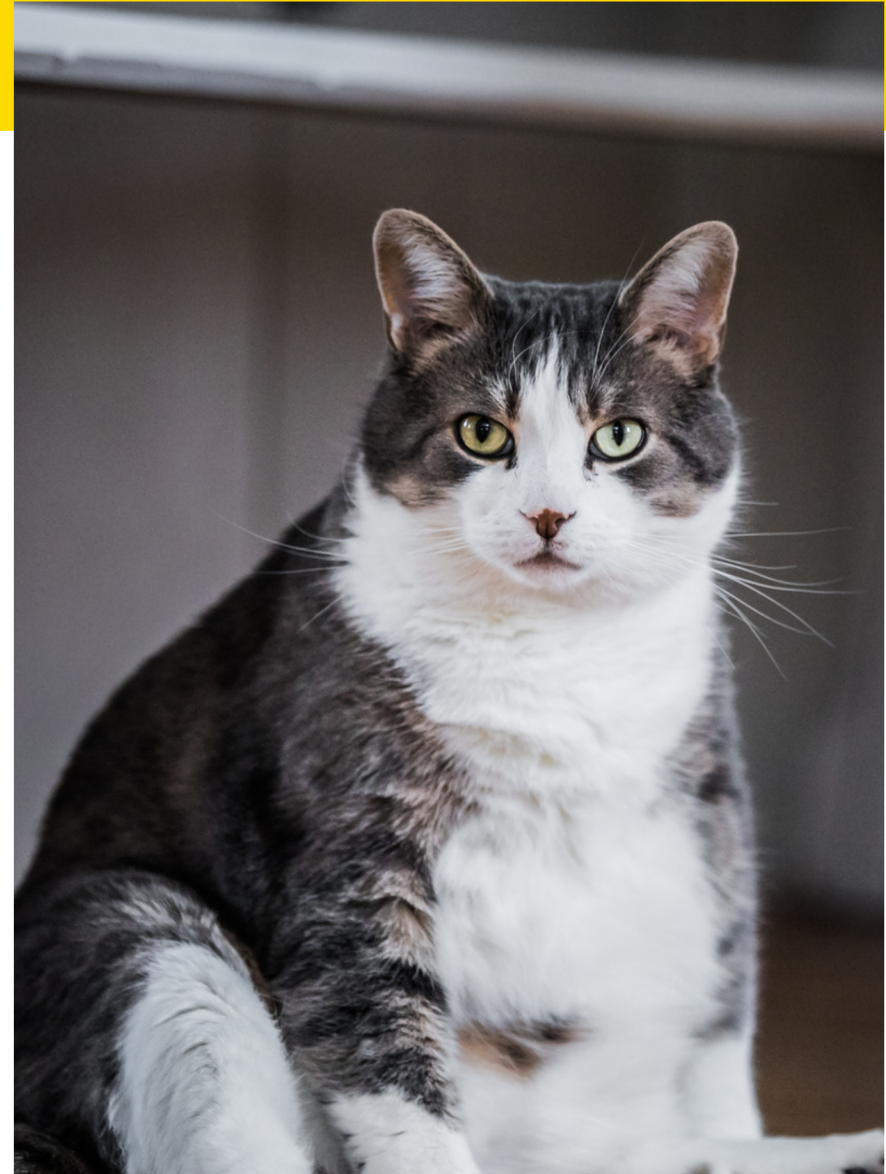


# FAT CAT SPONSOR \$5,000

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Company recognition in all media releases
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo included in all event-related email blasts
- Logo Included in Event Program Book
- 6 complimentary seats to Tuxes & Tails Gala





# RESCUER SPONSOR \$4,000

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Company recognition in all media releases
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo included in all event-related email blasts
- Logo Included in Event Program Book
- 4 complimentary seats to Tuxes & Tails Gala



# COMPANION SPONSOR \$2,500

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Company recognition in all media releases
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo included in all event-related email blasts
- Logo Included in Event Program Book
- 2 complimentary seats to Tuxes & Tails Gala





# **BEST BUDDY** SPONSOR \$1,000 to \$2,499

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Company recognition in all media releases
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo Included in Event Program Book
- Logo included in all event-related email blasts



# FRIEND SPONSOR \$500 to \$999

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- Logo and link in pre-event e-newsletters (emailed to 4,500+)
- Announcement of sponsorship to over 10,000 social media followers (Facebook, Instagram, LinkedIn) with a link to your website or social media platform
- Logo and link on the Event website between July 2023 and December 2023
- Logo on promotional posters distributed throughout the Lamoille County region
- Logo included in all event-related email blasts



**NCAAL**  
NORTH COUNTRY  
ANIMAL LEAGUE



# **FUND-A-NEED** SPONSOR \$250 to \$499

YOUR DONATION IS TAX DEDUCTABLE

## SPONSOR BENEFITS

- YOU HELP KICK START our "FUND A NEED" Portion during the Hair Ball
- Public acknowledgment of "donation" by emcee during the event
- Listed on "Fund-a-Need" sponsor board at the event
- Listed on the event website





# Social Responsibility

What is social responsibility? It is the ethical obligation of an organization to the community in which it exists. At NCAL, we believe it's our social responsibility to care for animals and match them with loving homes. We are also there for humans in need through our Amelia Scholarship program, giving all children in Lamoille County access to our summer and humane education camps.

Do you believe in social responsibility? Would you like to show that your organization values the community as well as the profits earned there?

## GIVING TO NCAL IS THE PERFECT WAY TO SHOW:

- Your company cares about animals. Giving needy animals a safe, secure environment is the best way to show this.
- Your company cares about people. The majority of people have tender feelings toward animals. Donations are a way to show that your organization shares these values.
- Your company cares about safe neighborhoods. Rescuing abandoned and lost animals wandering in neighborhoods makes both residents and animals safer.
- Your company cares about the planet. Your funds will help to provide affordable spay and neuter services to prevent future generations of unwanted animals.

**Summary:** Becoming a sponsor of North Country Animal League is a visible and effective way to show you believe in social responsibility to your community.

Learn more about us at [WWW.NCAL.COM](http://WWW.NCAL.COM)