



OFFLEASHED

2019 Sponsorship
Package



A GALA TO CELEBRATE THE BC SPCA VICTORIA



OFFLEASHED

FRIDAY, NOVEMBER 1, 2019
THE FAIRMONT EMPRESS, VICTORIA

offleashed.spca.bc.ca/Victoria



The 2019 Offleashed Victoria Gala

Always an elegant and heartwarming evening, Offleashed brings together Victoria's animal-loving “movers and shakers” – plus some furry friends! – for a truly spectacular night. Every year we sell out, but this year we are moving to Victoria’s iconic Fairmont Empress, enabling us to welcome up to **300 of Victoria’s community leaders, philanthropists, and animal lovers** who are dedicated to helping local animals get the care they deserve.

Starting with puppies in our famous Cuddle Lounge, the night features tantalizing food, a fabulous raffle, enticing silent and live auctions, and inspiring stories of lifesaving work in the Victoria community and across the province.

Highlights

Friday, November 1, 2019 in the Fairmont Empress Palm Court, Bengal Lounge, and Crystal Ballroom

Tickets: \$200 and Tables of Ten: \$2,000

6:30 PM:	Cuddle Lounge Cocktail Reception Silent Auction Raffle ticket Sales	7:30 PM:	Dinner Program Live Auction Fund-a-Need
----------	--	----------	--

Why Invest in Sponsorship?

We can help you:

- ✓ raise your company profile in Victoria BC with TV, radio, print media, web, and social media exposure
- ✓ showcase your brand (and generosity!) to a target audience of philanthropic animal lovers and influencers
- ✓ make a powerful statement about your priorities and values in our community

Our goal is to find a sponsorship opportunity that works for you. We would be happy to customize your sponsorship to ensure that your business is featured in the way you envision it. Together, we can help you reach your marketing goals, while also acknowledging your support of this worthy cause.





2019 OFFLEASHED VICTORIA GALA

FRIDAY, NOVEMBER 1st, 2019 ♦ THE FAIRMONT EMPRESS

Sponsorship Opportunities

VICTORIA PRESENTING SPONSOR: \$25,000 - SOLD

- Exclusivity:** ♦ Exclusivity as event presenting sponsor and exclusivity for industry sector ♦ Event branding and official event logo to include “Presented by [Name / Company logo]” ♦ Event branding and official event logo to include “Presented by [Name / Company logo]” Landing site for BC SPCA Victoria Offleashed Gala ♦ Auction bidding tablet and leaderboard display on two large screens at event ♦ Opportunity to provide or sponsor mutually agreed upon keepsake giveaway items for guests
- Tickets:** ♦ Two tables of 10 seats each
- Recognition:** ♦ Digital and print Save the Date and Invitations* ♦ Gala webpage, with hyperlink ♦ Event signage ♦ Event video screens (slide exclusive to you) ♦ Printed program ♦ Inclusion in Offleashed Victoria local press releases ♦ Pre-event promotional ads through Bell Media (CTV Vancouver Island, CFAX, Virgin Radio) ♦ Post-event thank you in Times Colonist ♦ Thank you cards to event donors
- In the Program:** ♦ Back cover full-page ad in printed program
- From the Stage:** ♦ Acknowledgment from the stage ♦ Opportunity to speak on stage or provide video message (up to two minutes)
- Social Media:** ♦ One (exclusive to you) pre-event BC SPCA Victoria Facebook post** ♦ Inclusion in one pre-event and one post-event sponsor thank you Facebook post** ♦ Customized post-event graphic for sharing on social media or through networks
- Employees:** ♦ Opportunity for employees to volunteer at event, with special thanks on video screens and from the stage
- Additional Benefits:** ♦ First right of refusal for 2020 ♦ Visit to your office with one of the BC SPCA’s adoptable ambassadors ♦ Private tours at Victoria BC SPCA branch for you and select clients ♦ Use of the BC SPCA “Proud Supporter” logo for one year ♦ Invitation to BC SPCA special events and subscriptions to BC SPCA publications throughout the year
-

DIAMOND COLLAR: \$10,000

- Exclusivity:** ♦ Industry sector exclusivity ♦ Element branded as “Presented by [Name] or [Logo]” ♦ Premium on-site digital and/or print recognition at appropriate locations/times ♦ Exclusive sponsorship of one premium event element, 6 available: ♦ Auction Technology ♦ Cuddle Lounge ♦ Cocktail Reception ♦ Photo-booth ♦ Live Auction ♦ Raffle
- Tickets:** ♦ One table of 10 seats (valued at \$2,000)
- Recognition:** ♦ Digital and print Save the Date and Invitations* ♦ Gala webpage, with hyperlink ♦ Event signage ♦ Event video screens (slide exclusive to you) ♦ Printed program ♦ Inclusion in Offleashed Victoria local press releases ♦ Pre-event promotional ads through Bell Media (CTV Vancouver Island, CFAX, Virgin Radio) ♦ Post-event thank you in Times Colonist ♦ Thank you cards to event donors
- In the Program:** ♦ Full page ad in printed program
- From the Stage:** ♦ Acknowledgment from the stage
- Social Media:** ♦ Inclusion in one pre-event and one post-event sponsor thank you Facebook post** ♦ Customized post-event graphic for sharing on social media or through networks
- Employees:** ♦ Opportunity for employees to volunteer at event, with special thanks on video screens and from the stage
- Additional Benefits:** ♦ First right of refusal for 2020 ♦ Private tour at Victoria BC SPCA branch for you and select clients ♦ Use of the BC SPCA “Proud Supporter” logo for one year ♦ Invitation to BC SPCA special events and subscriptions to BC SPCA publications

* Logos for digital and print must be received by April 15th for inclusion in Save the Date and by August 1st for inclusion on Invitations

** As of April 1, 2019, the BC SPCA Victoria Facebook page has 14,590 followers



EMERALD COLLAR: \$5,000

- Tickets:** ♦ One table of 10 seats (valued at \$2,000)
- Recognition:** ♦ Gala webpage, with hyperlink ♦ Event signage ♦ Event video screens (slide exclusive to you in rotation) ♦ Printed program ♦ Inclusion in any Offleashed Victoria local press releases and media advisories ♦ Pre-event promotional ads run through CTV Vancouver Island, CFX 1070, and Virgin Radio 107.3 ♦ Post-event thank you in Times Colonist print edition
- In the Program:** ♦ Half page ad in printed program
- From the Stage:** ♦ Acknowledgment from the stage
- Social Media:** ♦ Inclusion in one pre-event and one post-event sponsor thank you BC SPCA Victoria Facebook post* ♦ Customized post-event graphic for sharing on your social media channels or through your networks
- Additional Benefits:** ♦ Private tour at Victoria BC SPCA branch for you and select clients ♦ Use of the BC SPCA “Proud Supporter” logo for one year ♦ Invitation to BC SPCA special events and subscriptions to BC SPCA publications throughout the year

SAPPHIRE COLLAR: \$2,500

- Tickets:** ♦ Four Tickets (valued at \$800)
- Recognition:** ♦ Gala webpage, with hyperlink ♦ Event signage ♦ Event video screens (slide shared with others in rotation) ♦ Printed program ♦ Post-event thank you in Times Colonist print edition
- In the Program:** ♦ Quarter page ad in printed program
- From the Stage:** ♦ Acknowledgment from the stage
- Social Media:** ♦ Inclusion in one post-event sponsor thank you BC SPCA Victoria Facebook post*
- Additional Benefits:** ♦ Use of the BC SPCA “Proud Supporter” logo for one year ♦ Invitation to BC SPCA special events and subscriptions to BC SPCA publications throughout the year

RUBY COLLAR: \$1,000

- Tickets:** ♦ Two Tickets (valued at \$400)
- Recognition:** ♦ Gala webpage, with hyperlink ♦ Event signage ♦ Event video screens (slide shared with others in rotation) ♦ Printed program ♦ Post-event thank you in Times Colonist print edition
- From the Stage:** ♦ Acknowledgment from the stage
- Social Media:** ♦ Inclusion in one post-event sponsor thank you BC SPCA Victoria Facebook post*
- Additional Benefits:** ♦ Use of the BC SPCA “Proud Supporter” logo for one year ♦ Invitation to BC SPCA special events and subscriptions to BC SPCA publications throughout the year

CONTACT INFORMATION



Name/Company listing (as it should appear in event materials, if no logo provided or if appearing in text)

Yes, a logo will also be provided

Name

Title

Company Name (if applicable)

Address

City

Province

Postal Code

Phone (required)

Email (required)

Signature (by signing, I confirm my below sponsorship commitment and will submit payment by October 1, 2019)

~~Victoria Presenting Sponsor (\$25,000)~~ **SOLD**

Ruby Collar Sponsor (\$1,000)

Diamond Collar Sponsor (\$10,000)

Contact me about a customized sponsorship opportunity.

Emerald Collar Sponsor (\$5,000)

Sapphire Collar Sponsor (\$2,500)

I would like to make a tax-deductible cash donation of \$ _____

Note: Businesses may claim the value of sponsorship as a marketing expense and, upon request, individuals who sponsor may be provided a tax receipt once all benefits have been calculated (e.g. tickets).

PAYMENT INFORMATION

Please provide an invoice prior to payment.

Enclosed is my cheque of \$ _____, made payable to the BC SPCA

Please contact me to charge \$ _____ to my credit card

Payment is due by October 1, 2019.

TO RESERVE YOUR SPONSORSHIP, FOR MORE INFO, OR TO SEND PAYMENT, CONTACT:

Sarah Black, Senior Officer Community Fundraising (Victoria & Wild ARC)
3150 Napier Lane, Victoria BC V8T 4V5 • 250-516-2137 • sblack@spca.bc.ca

Can we help you reach your target market?

The following demographics present a profile of the people who get involved in fundraising for the BC SPCA (based on a 2017 Facebook survey with 1.4K respondents):

- 65% are above age 45
- 82% have attended university
- 78% are “married” or “in a relationship”

Advertising & Public Relations

Print

- ✓ Pre- & Post-event Newspaper Ads – The Times Colonist

Television & Radio

CTV VANCOUVER ISLAND

- ✓ 10 second Closed Captioning Campaign - 2 weeks
- ✓ Community Calendar
- ✓ Events Page Website
- ✓ Social Media Event – Min 2 tweets

VIRGIN RADIO 107.3

- ✓ Community Calendar
- ✓ Events Page Website
- ✓ Social Media Event - Min. 3 tweets & 2 Facebook posts

CFAX

- ✓ CFAF Community Cruiser Calendar
- ✓ Events Page Website
- ✓ Social Media Event – Min. 3 tweets & 2 Facebook posts

Digital Marketing

- ✓ Save the Date and Invitation e-blasts to 1,000+ invitees
- ✓ Offleashed Gala website (Offleashed.sPCA.bc.ca/Victoria)

Social Media

- ✓ Facebook (14,590+ followers and growing)
- ✓ Twitter (1760+ followers and growing)

Print Materials

- ✓ 200 Save-the-Date (print date late April)
- ✓ 200 Invitations (print date mid August)
- ✓ 100 Promo Posters

