

Helen Woodward Animal Center Presents the

35TH ANNUAL SPRING FLING GALA

UNDER THE
TUSCAN *Sun*



June 10 | Fairbanks Village Plaza

16236 San Dieguito Rd, Rancho Santa Fe, CA 92091

2023 SPONSORSHIP OPPORTUNITIES

ABOUT HELEN WOODWARD ANIMAL CENTER



Helen Woodward Animal Center is a unique non-profit organization in Rancho Santa Fe (North County San Diego, CA), which was founded in 1972 to promote the mission and philosophy of “People Helping Animals and Animals Helping People”. The overall goal of the Center is to not only save the lives of as many orphan animals as possible, but to also provide valuable community services that benefit disabled and disadvantaged children and adults through our many programs, such as PET (Pet Encounter Therapy), Therapeutic Riding, AniMobile (Humane Education brought to low income schools), and AniMeals (Benefitting Seniors and disabled veterans). These programs are only some of the vital community services that we offer to animals and people in need that strengthen the animal human bond through education and training.

THE POWER OF OUR REACH



More than
804,000
website views last year



More than
86,562
email subscribers



More than
47,400
facebook followers



More than
32,400
instagram followers



More than
14,200
twitter followers

MORE THAN

60,000

PEOPLE VISITED OUR CENTER FOR PET
ADOPTION, EDUCATION, BOARDING,
THERAPY & HOSPITAL SERVICES

Since its inception 35 years ago, the Gala has grown tremendously!
This year, over 350 preferred guests will be treated to entertainment, cocktails, live music, dancing and gourmet selections from some of San Diego's finest restaurants!

This years theme is "Under the Tuscan Sun"



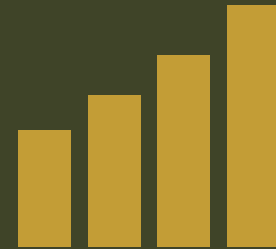
ATTENDEE DEMOGRAPHICS



average home price
\$4,300,000



median income
\$849,483



median age
48.5



median automobile price
\$45,500



median cars per household
3

SPONSORSHIP

LEVELS




PRESENTING SPONSOR

\$30,000

- Company name will be incorporated into the Gala Title: Helen Woodward Animal Center Spring Fling Gala Presented by “Your Name”
- Opportunity to speak on stage about why your company supports Helen Woodward
- This designation will be used in all event promotion including our press release, marketing materials, invitations, advertising & event signage
- Company logo prominently displayed on the front of the Program
- VIP Gold Level Preferred Table seating for 10 people
- Full-page color ad in the printed Gala program
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & logo on the gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Full-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

GOLD SPONSOR

\$25,000

- Company name will appear prominently on all printed materials and collateral related to the Spring Fling
 - Gold Level Preferred Table seating for 10 people
 - Full-page color ad in the printed Gala program
 - Company name & logo on the Gala web page linked to your company website
 - Donor acknowledgement on Facebook, Twitter & LinkedIn
 - Company name & photos of your pets on the video display at the Gala
 - Company name on all display signage at the Gala
 - Full page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)
- 

RAISE THE PADDLE FOR PETS SPONSOR

\$5,000-20,000

Multiple Opportunities Available

- Be a part of our most important event of the night- our “Raise the Paddle”
- This year we are raising funds for our Adoptions Medical Fund & our Adoptions Transfer Fund
- Gold or Silver Level seating for 2-10 people depending on gift amount
- Full, Half or Quarter page color ad in the printed Gala program depending on gift amount
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & logo on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the gala
- Full, Half or Quarter page ad in HWAC’s The Companion Magazine, Summer issue (8.8K in distribution) depending on gift amount

STAGE SPONSOR

\$10,000

SOLD

- Company name will appear prominently on stage signage
- Gold Level Preferred Table seating for 4 people
- Full-page color ad in the printed Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Half-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

COCKTAIL HOUR SPONSOR

\$7,000

SOLD

- Company name on signage prominently placed in several high visibility spots in the pre-event cocktail area where the silent auction takes place
- Gold Level Preferred Table seating for 2 people
- Half-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name displayed on online silent auction pages
- Company name on the Master Display signage at the Gala
- Quarter-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

Additional Gala seats are available to sponsors for 25% off the ticketed price

PROGRAM SPONSOR

\$6,000

SOLD

- Company name & logo featured prominently on the printed program used at the Gala (350 attendees)
- Silver Level seating for 2 people at the Gala
- Half-page color ad in the printed and virtual Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Half-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

AUCTION PADDLE SPONSOR

\$5,000

SOLD

- Company name on all auction paddles used at the Gala
- Silver Level seating for 2 people at the Gala
- Half-page color ad in the printed Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Half-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

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AUTO SPONSOR

\$5,000

- Have up to two vehicles in prominent location present during the cocktail hour (1.5 hours)
- Silver Level seating for 2 people at the Gala
- Half-page color ad in the printed Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Half-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

INVITATION SPONSOR

\$5,000

SOLD

- Company name on all Gala invitations (1,600 distributed) with an acknowledgment such as: Invitations courtesy of "Your Name"
- Silver Level seating for 2 people at the Gala
- Half-page ad in the printed and virtual Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
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ICE SCULPTURE SPONSOR

\$4,000

- Company name incorporated into an ice sculpture displayed at the gala
- Silver Level seating for 2 people at the Gala
- Quarter-page color ad in the printed Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Quarter-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

ENTERTAINMENT SPONSOR

\$4,000

- Company name incorporated into the entertainment portion of the evening
- Silver Level seating for 2 people at the Gala
- Quarter-page color ad in the printed Gala program
- Company name & logo on the Gala web page linked to your company website
- Donor acknowledgement on Facebook, Twitter & LinkedIn
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
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“SAVE THE DATE”

SPONSOR

\$3,500

- Company name on approximately 4,000 “Save the Date” announcements mailed and emailed in the Spring. Each card will contain an acknowledgment such as: Save the date is courtesy of “Your Name”
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Quarter-page ad in HWAC’s The Companion Magazine, Summer issue (8.8K in distribution)

TABLE CENTERPIECE SPONSOR

\$3,500

- Company name will appear on all table centerpieces
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Quarter-page ad in HWAC’s The Companion Magazine, Summer issue (8.8K in distribution)

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WINE OR CHAMPAGNE SPONSOR

\$3,500

SOLD

- Company name on all bars
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Quarter-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

BAR/BEVERAGE

SPONSOR

\$3,500

- Company name on all bars
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala
- Quarter-page ad in HWAC's The Companion Magazine, Summer issue (8.8K in distribution)

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VIP GIFT SPONSOR

\$3,500

SOLD

- Company name on all all favors given to guests (350 general & 150 VIP)
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all display signage at the Gala

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VALET SPONSOR

\$3,000

SOLD

- Company name on valet podium & on printed signage near valet drop off & pick up
- Opportunity to place logoed bottled water or other swag in car for when guests depart (Company to provide)
- Silver Level seating for 2 people
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name & photos of your pets on the video display at the Gala
- Company name on all Display signage at the Gala

PHOTO AREA SPONSOR

\$1,800

SOLD

- Company name on printed signage near photo area
- Quarter-page ad in the printed Gala program
- Company name on the Gala web page linked to your company website
- Company name displayed in online silent auction pages
- Company name on Master Display at Gala

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CONTACT US TO BE A PART OF
FLING 2023

Barry Siegel (858) 756-4117 ext 312
BarryS@animalcenter.org





MISSION STATEMENT

Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect, creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches, locally and globally, the importance of the animal-human bond.