

CAPE ANN ANIMAL AID

# Winter Ball 2022

*Helping homeless animals find their forever paradise.*

SPONSORSHIP PACKET

MARCH 5, 2022





**Cape Ann Animal Aid**  
Christopher Cutler Rich  
ANIMAL SHELTER

## Winter Ball 2022 SPONSORSHIP PACKET

Greetings,

Cape Ann Animal Aid is a non-profit, no-kill organization dedicated to facilitating the appropriate placement of adoptable animals and enhancing the lives of all companion animals by promoting respect and well-being through education and outreach. As a well-recognized organization in the North Shore community, we invite you to become a part of our animal life-saving work as a sponsor of our 19th annual Winter Ball - Helping homeless animals find their forever paradise.

The annual Winter Ball Fundraising Gala is a fun, heartwarming evening, celebrating with our amazing community of supporters who believe homeless animals deserve a life of love. As our largest fundraiser each year, the Winter Ball Gala ensures that Cape Ann Animal Aid can provide the needed programs and services, for animals near and far, that guarantee them a safe place to start their journey to a better life.

We missed gathering with our animal-loving friends last year and are so grateful to everyone who wouldn't let a pandemic stop this important work. It was a tough year for so many and we saw an incredible outpouring of love and care for humans and animals alike. Our Winter Ball-Tails of Summer Love campaign last year raised over \$60,000, recognizing the power of animal companionship during difficult times and proving once again that we have the most compassionate and steadfast supporters.

We are so excited to celebrate with our animal-loving friends in person on March 5, 2022, at Danversport in Danvers, MA. This beautiful waterfront location is the perfect place to escape the winter cold and help homeless animals find their forever paradise.

There are several opportunities available to lend your financial support to help underwrite the cost of our important life-saving programs. This is a wonderful and meaningful chance for you or your company to support our mission, save animal lives, celebrate the special magic of the human-animal bond, and involve the greater community in mutually beneficial ways.

On behalf of Cape Ann Animal Aid, I sincerely look forward to welcoming you as a sponsor of our Winter Ball 2022 - Helping homeless animals find their forever paradise. **Please complete and return the enclosed Sponsorship Reservation Form to Jennifer Dobson at [development@capeannanimalaid.org](mailto:development@capeannanimalaid.org) to begin your partnership benefits.** Thank you in advance for your support of Cape Ann Animal Aid.

Sincerely,

Sunniva Buck  
Executive Director  
Cape Ann Animal Aid  
978-283-6055 x11 | [sbuck@capeannanimalaid.org](mailto:sbuck@capeannanimalaid.org)



# OUR REACH



## Social Media



- 14,470 followers
- 28,400 post impressions



- 6,009 followers
- 8,700 post impressions



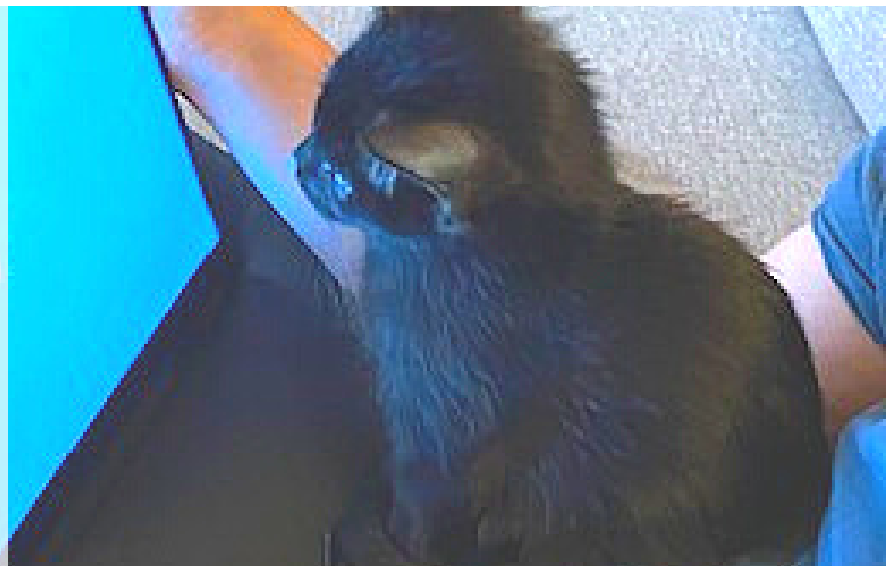
## Website

- 18,135 average unique page views per month
- Most popular pages
  - Adoptable Dogs
  - Adoptable Cats



## Reach

- 10,727 email subscribers
- 7,500 mailing list subscribers
- 184 active volunteers



# Cape Ann Animal Aid Winter Ball 2022 Sponsorship Opportunities

Danversport, Danvers, MA 6 p.m. - 10 p.m.  
March 5, 2022

We are so excited to celebrate in person again with our community of animal advocates, small businesses, and generous supporters!

Our 2022 event will be hosted at the beautiful waterfront location, Danversport and will feature a silent & live auction, music, raffles, and a cash bar.

With over 325 attendees expected, it is the premier event to showcase your support and enthusiasm for animal welfare issues on Cape Ann and beyond!

EVENT TICKETS: \$75 (Sponsorship not included)

RESERVED TABLE OF TEN: \$750



- Logo & link on event webpage.
- Logo on printed invitations.
- Log and link in digital invitations.
- Logo & link in 4 E-Newsletters.
- Featured in 4 Facebook & Instagram posts.
- 1/2 page color ad in program book.
- Name & logo displayed on stage & event slide show presentation.
- Business, family, or pet's name on reserved tables.
- Pet or family photo (in memory or in honor) included in slideshow.
- Opportunity to speak or provide a message to run during the event.
- 2 reserved tables (20 tickets)

PRESENTING SPONSOR

**\$5,000**



- Logo on event website.
- Logo in digital invitation.
- Logo & link in 2 online newsletters.
- Included in 2 Facebook & Instagram posts.
- 1/4 page color ad in program book.
- Pet or family photo (in memory or in honor) included in slideshow.
- Family, animal or business name on tabletop.
- 1 reserved table (10 tickets).

GOLDEN PAW SPONSOR

**\$2,500**



- Name on event website.
- Name in digital invitation.
- Name in 2 online newsletters.
- 1/4 page color ad in program book.
- Pet or family photo (in memory or in honor) included in slideshow.
- 6 tickets at a reserved table.

SILVER PAW SPONSOR

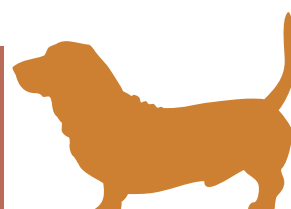
**\$1,500**



- Name on event website.
- 1/8 page color ad in program book.
- Pet or family photo (in memory or in honor) included in slideshow.
- 4 tickets at a reserved table.

BRONZE PAW SPONSOR

**\$550**



- Name on event website.
- Pet or family photo (in memory or in honor) included in slideshow.
- 2 tickets at a reserved table.

COPPER PAW SPONSOR

**\$350**

# SPONSORSHIP RESERVATION FORM



## COMPANY OR FAMILY INFORMATION

Company or Family Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Website & Social Media

Website: \_\_\_\_\_

Facebook: <http://www.facebook.com/> \_\_\_\_\_

Instagram: <http://www.instagram.com/> \_\_\_\_\_

Twitter: <http://www.twitter.com/> \_\_\_\_\_

### Credit Card

Charge Credit Card # \_\_\_\_\_

Amount of \$ \_\_\_\_\_ ☐ AmEx ☐ Visa ☐ Mastercard

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_



*To process credit card via phone, please call 978-283-6055 x23*

### Check

A check made out to "Cape Ann Animal Aid" is enclosed for the amount of \$ \_\_\_\_\_

Check # \_\_\_\_\_

### Sponsor Level

- |  |  |
|--|--|
| <input type="checkbox"/>  <b>Presenting Sponsor</b> | <input type="checkbox"/>  <b>Bronze Paw Sponsor</b> |
| <input type="checkbox"/>  <b>Golden Paw Sponsor</b> | <input type="checkbox"/>  <b>Copper Paw Sponsor</b> |
| <input type="checkbox"/>  <b>Silver Paw Sponsor</b> |  |

Please submit completed forms and company logo (if applicable) to:

Jennifer Dobson, director of development and communications

[development@capeannanimalaid.org](mailto:development@capeannanimalaid.org) or

Mail to: Cape Ann Animal Aid

Attn: Jennifer Dobson

4 Paws Lane, Gloucester, MA 01930

**Thank you for your support!**