



About the 2016 Fur Ball

Join us for a fun and glamorous evening to celebrate and support the life-saving work of the SPCA of Wake County. Now in its 21st year, this elegant event is a fun way to make a big difference in the lives of homeless animals.

- **When:** Sunday, October 2, 2016 | Doors open at 5:30 pm, event ends at 9:30 pm
- **Where:** The Pavilion at the Angus Barn | 9401 Glenwood Avenue | Raleigh, NC
- **Seated Dinner Service:** Sumptuous, three-course Angus Barn dinner menu with wine pairings
- **More:** Black-tie optional, silent and live auctions, music, spirits and hors d'oeuvres

Benefits at a Glance:

- ◆ Recognition as a sponsor in promotional materials, social media, online, and SPCA communications
- ◆ Prominent recognition at the event as a sponsor
- ◆ Event tickets for use with employees and business clients
- ◆ Networking opportunities with Triangle business and community leaders
- ◆ Three-course dinner featuring Angus Barn signature favorites from Executive Chef Walter J. Royal, 1997 International Five Star Chef of the Year and Iron Chef America winner.
- ◆ An evening of having fun and doing good!



The Benefits of Sponsorship

FUR BALL

SPCA of Wake County



Because we are asking you to invest in our work, we want you to know that in return, we are committed to showcasing your business to our supporters as one that stands out because you are giving back to the community.

And our reach for sharing information about the Fur Ball and its partners is much broader than just the night of the event. By partnering with us, you'll have the ability to reach over 32,000 businesses and households; an email list of nearly 29,000; and a Facebook reach of over 32,000 followers.



All this matters because you'll have access to an integrated marketing strategy that provides positive public relations, brand loyalty, and the opportunity to grow your customer base.

The SPCA of Wake County has been a proven non-profit leader in this community for nearly 50 years. The SPCA is well-known and respected, and connecting your company's name with us means that you will be reaching a dedicated audience in the tens of thousands. It's a great way to enhance your brand and let people know that you support a cause they care about.



Sponsorship Levels



\$25,000 Presenting Sponsor

- 25 Tickets to Fur Ball
- Prominent recognition as presenting sponsor in all Fur Ball materials
- Prominent recognition as presenting sponsor on social media
- Recognition as a presenting sponsor on SPCA website and Fur Ball website
- Logo and Link on SPCA website and Fur Ball website
- SPCA-produced video featuring SPCA and Sponsor, with video broadcast at event and on social media
- Full-page slide in Fur Ball slide show
- Full-page ad in Fur Ball program
- 1/2-page ad in SPCA Magazine

\$15,000 Diamond Sponsor

- 20 Tickets to Fur Ball
- Prominent recognition in all event materials and on social media
- Logo and Link on SPCA website and Fur Ball website
- SPCA-produced video featuring SPCA and Sponsor, with video broadcast at event and on social media
- Full-page slide in Fur Ball slide show
- 1/2-page display ad in Fur Ball program
- 1/4-page display ad in SPCA Magazine

\$10,000 Platinum Sponsor

- 16 Tickets to Fur Ball
- Prominent recognition in event materials and social media
- Logo and Link on SPCA website and Fur Ball website
- Full-page slide in Fur Ball slide show
- 1/4-page display ad in Fur Ball program
- Logo in SPCA Magazine

\$5,000 Gold Sponsor

- 10 Tickets to Fur Ball — 1 table
- Logo Recognition in all Fur Ball event materials
- Sponsor recognition on social media
- Logo and Link on SPCA website and Fur Ball website
- Logo in SPCA Magazine

\$2,500 Silver Sponsor

- 6 Tickets to Fur Ball
- Logo recognition in all Fur Ball event materials
- Sponsor recognition on social media
- Logo and Link on SPCA website and Fur Ball website
- Listing in SPCA Magazine

\$1,000 Fur Ball Patron

- 2 Tickets to Fur Ball
- Name Recognition in all Fur Ball event materials
- Sponsor recognition on social media
- Logo and Link on SPCA website and Fur Ball website
- Listing in SPCA Magazine



About the SPCA of Wake County

Since 1967, the SPCA of Wake County has served our community by providing innovative programming, compassionate care and workable solutions for people and pets in need. We have a proud legacy of leadership in advancing the humane treatment of companion animals in our community.

- The SPCA of Wake County is the oldest and largest 501(c)(3) nonprofit animal welfare organization in the Triangle area.
- We are a limited-admission, no-kill animal shelter and pet adoption center.
- In 2015, the SPCA rescued and rehomed **3,513** companion animals — the highest number of adoptions in our 49-year history.
- In 2015, **5,398** dogs and cats received low-cost spay/neuter surgery at the SPCA's Saving Lives Spay/Neuter Clinic. Total surgeries since 2009: **40,768**.
- 91 cents of each dollar raised, goes to programs and program support.

SPCA Board of Directors

Geeta Bhat, DDS
Bhat & Associates

Mark Carlton
Bank of NC

Eric Curran, CPA
Dixon, Hughes & Goodman

Kelly Margolis Dagger
Ellis & Winters

J. Kenneth Edwards
Gwynn & Edwards

George S. Ghneim, DVM, PhD
CareFirst Animal Hospital

Jill Hendrickson
Historic Venues

Shane Johnston
Capstrat

Kelly Lee
Usability Specialist

Steve Lindsey
Lindsey, Lindsey & Mueller

Missy Orr
PPD, Inc.

Steven Peedin
Rufty-Peedin Design Builders, LLC

Matthew Rahn
Coldwell Banker HPW

Melanie Reeve
Upstream Advisory Group

Debra S. Sasser
District Court Judge, Wake County

Jay Sharpe
Rives & Associates, LLP

Carol Kimball Stahl
Retired, NC Utilities Commission

JoEllen Wilkes, CPA
James A. Lucas & Co., LLC

Key SPCA Staff Contacts

Kim Janzen
Executive Director
kjanzen@spcawake.org
919-532-2090

Maria I. Hernandez
Director of Corporate Relations
mhernandez@spcawake.org
919-532-2082

Mondy Lamb
Director of Development
mlamb@spcawake.org
919-532-2086





FUR BALL



Sunday, October 2, 2016 | 5:30 pm – 9:30 pm

The Pavilion at the Angus Barn | 9401 Glenwood Avenue | Raleigh, NC

Sponsorship Form

SPONSORSHIP LEVEL

- Presenting Sponsor | \$25,000
- Diamond Sponsor | \$15,000
- Platinum Sponsor | \$10,000
- Gold Sponsor | \$5,000
- Silver Sponsor | \$2,500
- Fur Ball Champion | \$1,750
- Fur Ball Patron | \$1,000

PAYMENT INFORMATION

- Enclosed is my check made payable to SPCA of Wake County.
- Please charge my Visa MasterCard Amex Discover
 - Name on Card _____
 - Credit Card # _____
 - Exp. Date _____ CVV # _____
- Please send me a pledge fulfillment reminder.

Individual Sponsor Name(s): _____
(as it should appear on event materials)

OR

Sponsor Organization: _____
(as it should appear on event materials)

Contact Name: _____

Sponsor Address: _____

Daytime Phone: _____ Email Address: _____

Web Address: _____

signature of sponsor

date

Fax this completed form to 919-772-2482, or scan and email to mhernandez@spcawake.org

or mail to the SPCA of Wake County at: SPCA of Wake County | 200 Petfinder Lane | Raleigh, NC 27603

Set up your Fur Ball Sponsorship by phone:

Call Maria I. Hernandez, Director of Corporate Relations, at 919-532-2082 or email: mhernandez@spcawake.org

The SPCA of Wake County, Inc. is a 501(c)(3) non-profit organization. Tax ID # 56-0891732

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 888-830-4989. The license is not an endorsement by the State.

