

To the Rescue!

From Cruelty to Kindness *gala*



THE HUMANE SOCIETY
OF THE UNITED STATES

Sponsorship Opportunities Raising Awareness and Support for Abused and Neglected Animals

Wednesday, October 5, 2011
Cipriani 110 East 42nd Street New York, N.Y.

PURPOSE: Every year, state-of-the-art rescue vehicles from The Humane Society of the United States crisscross the country, saving thousands of animal lives. Ready to respond at a moment's notice, the HSUS Animal Rescue Team uses its equipment, expertise, and other resources to assist law enforcement agencies with investigation, evidence collection, and animal seizure as well to coordinate animal care, sheltering, and relocation. Our multi-pronged strategy includes media outreach to educate, inform, and engage the public; a focus on passing stronger animal protection laws with increased penalties; and partnerships with law enforcement to capture and prosecute offenders.

TO THE RESCUE! GALA is a unique opportunity to invest in the life-saving work that the HSUS Animal Cruelty and Response team carries out every day all across the nation.

CHAIRS: Amanda Hearst, Annie Churchill Albert, Georgina Bloomberg

GALA LEADERSHIP COMMITTEE: Wendy & Howard Berk, Barbara Brack, Jennifer Chaitman, VMD, ACVIM, Frances Hayward, Dr. Jennifer Jablow, Cathy Kangas, Mary & Peter Max, Judy Ney, Patrick McDonnell, Karen O'Connell

FRIENDS OF FINN COMMITTEE: Amanda Hearst, Annie Churchill Albert, Andrew Albert, Fabiola Beracasa, Georgina Bloomberg, Lorenzo Borghese, Katy Brodsky, Tom Brodsky, Samantha Kleier Forbes, Michael Katz, Kick Kennedy, Dylan Lauren, Sabrina Kleier Morgenstern, Dalia Oberlander, Kimberly Ovitz

IN ATTENDANCE: More than 500 social, business, and political leaders, HSUS benefactors, local celebrities, and members of the press

PROGRAM: Cocktail Reception, Gourmet Vegan Dinner, Presentation, Live Auction and Entertainment

ABOUT THE HSUS

The HSUS is the nation's largest and most powerful animal protection organization, backed by 11 million Americans or one in every 28. Established in 1954, The HSUS seeks a humane and sustainable world for all animals, including people. We are America's mainstream force against cruelty, exploitation, and neglect and also the nation's most trusted voice extolling the human-animal bond.

At The HSUS we work to reduce suffering and to improve the lives of animals by advocating for sensible public policies, investigating cruelty and working to enforce existing laws, educating the public about animal welfare issues, joining with corporations to promote animal-friendly policies, and conducting hands-on programs that make ours a more humane world. We provide rescue, relief, and sheltering services for animals in disasters, and direct care for thousands of animals at our network of sanctuaries, wildlife rehabilitation centers, and mobile veterinary clinics.

ANIMAL RESCUE: THE IMPACT OF SPONSORSHIP

WHY RESCUE IS NEEDED

Every day in our country, countless dogs, cats, and other animals are the victims of suffering and cruelty. Animal cruelty takes different forms, from the intentional infliction of pain and abuse to extreme neglect. Either way, the suffering of these defenseless animals is rampant and inexcusable—often resulting in shortened lives and painful deaths.

The cruelties we are fighting include puppy mills where dogs—our best friends—are packed into barren facilities and forced to live in conditions of extreme deprivation and squalor, animal fighting operations that force battered animals to fight to the death, and cases of unspeakable neglect where animals are denied the basics of humane care. The scale, complexity, and urgency of such animal cruelty demand a strong, strategic, and multi-faceted response.

WHAT WE ARE DOING

The HSUS Animal Rescue Team is at the forefront of efforts to save animals from peril and to identify and advocate for the prosecution of those responsible for their plight. We provide a fully equipped response team, necessary veterinary care and placement, experts on illegal animal cruelty and fighting, and a mobile animal crimes lab with the latest in forensic technology. We also offer a \$5,000 reward and national tip line to pursue animal fighters and puppy mill operators.

RECENT SUCCESS

In 2010, HSUS staff responded to more than 1,800 complaints of animal cruelty nationwide and assisted in 37 raids that saved more than 12,000 animals from desperately cruel situations. Over the last two years, we have assisted in shutting down 24 puppy mills and in rescuing more than 5,200 animals from these cruel operations.

We have paid out more than 85 rewards in animal fighting cases and helped shut down some of the most significant animal fighting operations in the country. We have been instrumental in passing laws that make dogfighting a felony in all 50 states and egregious animal cruelty a felony in 46. We also played a key role in passing the federal Animal Fighting Prohibition Enforcement Act, which provides a strong tool to go after animal fighters nationwide.

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Rosa and Phoenix are two of the thousands of animals we have taken from miserable pasts to bright futures. Their recoveries are a priceless reward that could not have been achieved without your support.

Rosa was rescued last March from what was supposed to be an animal sanctuary for homeless pets in Mississippi. In reality, dogs roamed the property or were kept outside in ramshackle pens. Inside, everything, including Rosa's cage, was covered in feces and trash. Rosa was one of 170 dogs we rescued that day. Many suffered from skin conditions that left them nearly hairless, while others had eye infections and untreated wounds. When an HSUS responder came to her aid, Rosa jumped right into his arms. She seemed to know immediately that her life was changing for the better, that she would no longer be one of the forgotten animals. Rosa is just one of more than 12,000 animals The HSUS was able to help rescue in 2010.



We may never know exactly how Phoenix came to be locked alone without food and water inside a filthy, falling-down barn in West Virginia. Upset by her confinement, the young appaloosa mule paced back and forth in her stall, carving a deep gully with her hooves. So distressed was Phoenix that her rescuers questioned if she would ever recover psychologically from her trauma.

HSUS staff drove the emaciated mare and her two equine companions to The HSUS Cleveland Amory Black Beauty Ranch, a place of refuge and recovery for scores of formerly abused and traumatized animals.

At the ranch, Phoenix has made a dramatic recovery. As her physical condition has improved, so has her spirit. The mule once driven mad by her imprisonment now roams in a spacious paddock and greets her caretakers with unbridled enthusiasm. Phoenix's recovery has been so successful that her caretakers think a loving, adoptive home may soon be in her future.

THE FUTURE

There are still many more animals in need than we are able to assist. For every animal we are able to rescue, there are dozens more we cannot reach. Many rural and underserved communities have limited animal control services, while others are cutting budgets for cruelty enforcement during tough economic times. Such cutbacks put even more animals at risk.

Your sponsorship of the Gala will allow us to save even more lives in the coming year. Here are just a few ways your donation can help us accomplish our goal:

POTENTIAL IMPACT OF \$100,000 SPONSORSHIP

- Support the HSUS Animal Rescue Team in removing 1,000 animals from three situations of desperate cruelty
- Provide medical supplies to care for more than 10,000 animals rescued in one year
- Pay for vet care for 5,000 animals removed from cruelty
- Purchase a fully equipped vehicle to safely transport rescued animals
- Provide one year of funding for the Cruelty Rescue Fund to assist local law enforcement agencies

POTENTIAL IMPACT OF \$75,000 SPONSORSHIP

- Train 4,000 law enforcement agents nationwide in illegal animal cruelty and fighting investigations
- Purchase equipment to set up temporary shelters for 2,000 animals rescued in four operations
- Fund our animal fighting and puppy mill reward program for two years

POTENTIAL IMPACT OF \$50,000 SPONSORSHIP

- Assist our partners in placing 1,000 animals in shelters and rescues
- Provide vet care for 2,500 rescued animals
- Develop training materials for law enforcement on investigating animal cruelty
- Provide matching funds for the Cruelty Rescue Fund to assist local law enforcement agencies

POTENTIAL IMPACT OF \$25,000 SPONSORSHIP

- Maintain rescue team vehicles and the animal crime lab for one year
- Provide toys, bedding, and other enrichment for more than 5,000 animals
- Pay for up to 10 veterinarians to deploy in 10 rescues

SPONSORSHIP LEVELS AND BENEFITS

PLATINUM SPONSOR | \$100,000 AND ABOVE

- Listing as Presenting Sponsor with company name and/or logo on select event collateral and press materials— leading acknowledgement in promotional materials, including news releases, publicity, and advertisements
- Special onstage recognition of you, your company CEO, or designee by Wayne Pacelle, HSUS president and CEO, with opportunity to address the audience
- Company name and/or logo on “red carpet” logo wall which will appear in print and online outlets
- Company name and/or logo displayed on screens during event program
- Full-page advertisement inside front cover of printed program (if confirmed before print deadline)
- Two (2) tables (20 guests total) with premiere seating
- Admission for 20 guests to the VIP Reception
- Photo opportunities with HSUS celebrity/VIP guests at VIP Reception
- Opportunity to provide custom gift bag and item for gift bag with company’s name and/or logo (gift bag item must be received by September 21, 2011)
- Recognition on Gala website with company acknowledgment and link to the company’s home page
- Recognition through far-reaching social media including HSUS Twitter and Facebook groups and pages
- Use of HSUS logos and messaging for approved marketing purposes for one year

GOLD SPONSOR | \$75,000

- Listing as Gold Sponsor with company name and/or logo on select event collateral and press materials
- Listing as Gold Sponsor in evening’s program book (if confirmed by print deadline)
- Company name and/or logo displayed on screens during event program
- Verbal recognition from the stage by Wayne Pacelle, HSUS president and CEO
- Full-page advertisement inside printed program (if confirmed by print deadline)
- One (1) table (10 guests) with premiere seating
- Admission for 10 guests to the VIP Reception
- Opportunity to provide item for gift bag (if received by September 21, 2011)
- Company acknowledgment on HSUS special events website
- Links to company’s website through various HSUS Facebook pages
- Use of HSUS logos and messaging for approved marketing purposes for one year

SPONSORSHIP LEVELS AND BENEFITS *(CONTINUED)*

SILVER SPONSOR | \$50,000

- Listing as Silver Sponsor with company name and/or logo on select event collateral and press materials
- Listing as Silver Sponsor in evening's program book (if confirmed by print deadline)
- Signage at the event
- Half-page advertisement inside printed program (if confirmed by print deadline)
- One (1) table (10 guests) with premiere seating
- Admission for 10 guests to the VIP Reception
- Opportunity to provide item for gift bag (if received by September 21, 2011)
- Company acknowledgment on HSUS special events website
- Links to company's website through various HSUS Facebook pages
- Use of HSUS logos and messaging for approved marketing purposes for one year

BRONZE SPONSOR | \$25,000

- Listing as Bronze Sponsor with company name and/or logo on select event collateral and press materials
- Listing as Bronze Sponsor in evening's program book (if confirmed by print deadline)
- Signage at the event
- Half-page advertisement inside printed program (if confirmed by print deadline)
- One (1) table (10 guests) with preferred seating
- Admission for two (2) guests to the VIP Reception
- Opportunity to provide item for gift bag (if received by September 21, 2011)
- Company acknowledgment on HSUS special events website
- Use of HSUS logos and messaging for approved marketing purposes for one year

For more information on event sponsorship opportunities,
contact Jennifer A. Hickman at 301.548.7710 or jhickman@humanesociety.org



TABLES AND TICKETS

CHAMPION TABLE | \$20,000

- Listing on event invitation (if confirmed by print deadline)
- Listing in evening's printed program (if confirmed by print deadline)
- One (1) premium location table (10 guests)
- Admission for 10 guests to the VIP Reception

BENEFACTOR TABLE | \$10,000

- Listing on event invitation (if confirmed by print deadline)
- Listing in evening's printed program (if confirmed by print deadline)
- One (1) preferred location table (10 guests)
- Admission for two (2) guests to the VIP Reception

PATRON TICKET | \$2,500

- Listing in evening's printed program (if confirmed by print deadline)
- Two (2) premium location seats
- Admission for two (2) guests to the VIP Reception

SUPPORTER TICKET | \$1,000

- General seating



SPONSOR FORM

- YES, I (we) will attend The HSUS's To the Rescue! Gala.
- I (we) will be unable to attend the To the Rescue! Gala, but wish to make a contribution of \$_____.

I WOULD LIKE TO RESERVE THE FOLLOWING:

Sponsorship Levels

- Platinum Sponsor \$100,000*
- Gold Sponsor \$75,000*
- Silver Sponsor \$50,000*
- Bronze Sponsor \$25,000*

Tables and Tickets

- Champion Table \$20,000*
- Benefactor Table \$10,000*
- Patron Ticket \$2,500*
- Supporter Ticket \$1,000*

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE (DAYTIME)

FAX

E-MAIL

PAYMENT OPTIONS

- Check in the amount of \$_____ (Please make payable to The Humane Society of the United States)
- Charge in the amount of \$_____ Visa MasterCard Discover American Express

CARD NUMBER

EXP. DATE

3-DIGIT CODE ON BACK (VISA/MC) OR
4-DIGIT CODE ON FRONT RIGHT OF AMEX

NAME AS IT APPEARS ON CARD

SIGNATURE

Please send form and checks to: HSUS To the Rescue! Gala,
Attn: Kevin Rowan, 700 Professional Drive, Gaithersburg, MD 20879
Phone: 301.258.3155 Fax: 301.548.7700 Email: krowan@humanesociety.org

*Some portion of your sponsorship may be tax-deductible. Specific information will appear on your receipt.
The HSUS is a 501(c)(3) not-for-profit organization.