



THE HUMANE SOCIETY
OF THE UNITED STATES



HUMANE SOCIETY
INTERNATIONAL

SPONSORSHIP OPPORTUNITIES

To the Rescue!

CIPRIANI 42ND STREET, NEW YORK CITY | **FRIDAY, NOVEMBER 1, 2024, 6 P.M.**



THE HUMANE SOCIETY
OF THE UNITED STATES



HUMANE SOCIETY
INTERNATIONAL

Please join

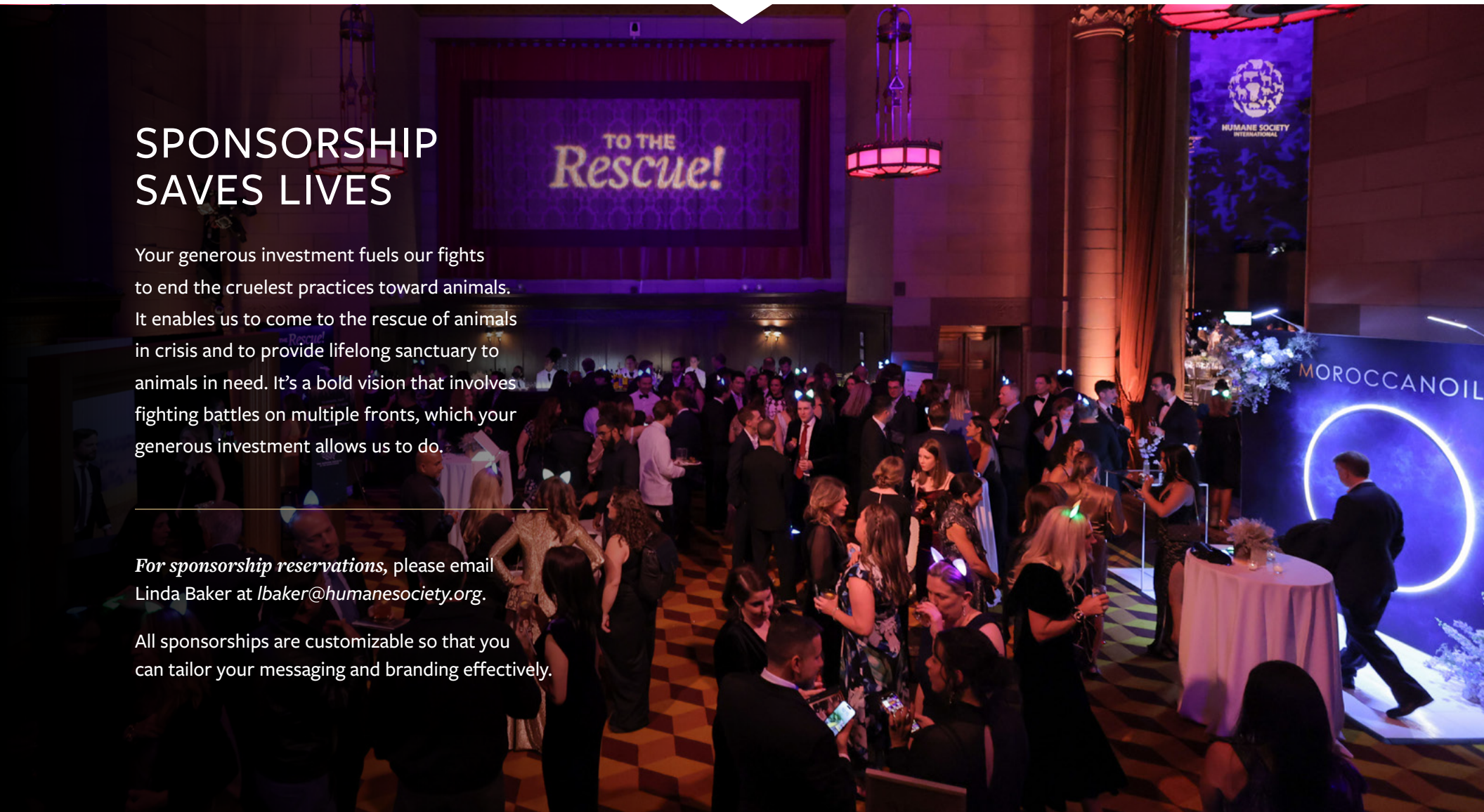
THE HUMANE SOCIETY OF THE UNITED STATES AND HUMANE SOCIETY INTERNATIONAL
for our signature annual benefit, To the Rescue!

SPONSORSHIP SAVES LIVES

Your generous investment fuels our fights to end the cruelest practices toward animals. It enables us to come to the rescue of animals in crisis and to provide lifelong sanctuary to animals in need. It's a bold vision that involves fighting battles on multiple fronts, which your generous investment allows us to do.

For sponsorship reservations, please email Linda Baker at lbaker@humane.org.

All sponsorships are customizable so that you can tailor your messaging and branding effectively.



SPONSORSHIP OPPORTUNITIES

PRESENTING | \$100,000

- Company logo displayed on lighted gobo and during event
- Opportunity to address the audience
- Mentioned as a top sponsor in press releases
- Cocktail reception activation station
- Company logo on red carpet “step and repeat” wall
- Logo on mailed invitation if confirmed by print deadline
- 10 VIP gifts
- Logo recognition on email marketing
- Full-page ad in program
- Two tables in presenting spot
- Listed as a presenting sponsor of the gala
- Recognition on screens during the cocktail reception
- On-stage recognition of support

PREMIER | \$75,000

- Cocktail reception activation station
- Company logo on red carpet “step and repeat” wall
- Mentioned as a top sponsor in press releases
- Logo on mailed invitation if confirmed by print deadline
- 10 VIP gifts
- Logo recognition on email marketing
- Full-page ad in program
- Two tables in premier location
- Listed as one of the top sponsors of the gala
- Recognition on screens during the cocktail reception
- On-stage recognition of support

CHAMPION | \$50,000

- Logo on mailed invitation if confirmed by print deadline
- Five VIP gifts
- Logo recognition on email marketing
- Half-page ad in program
- One table in premier location
- Listed as one of the top sponsors of the gala
- Recognition on screens during the cocktail reception
- On-stage recognition of support

DEFENDER | \$25,000

- Logo on mailed invitation if confirmed by print deadline
- Two VIP gifts
- Logo recognition on email marketing
- Half-page ad in program
- One table
- Listed as Defender-level sponsor
- Recognition on screens during the cocktail reception

AFTER-PARTY | \$25,000

- Logo on mailed invitation if confirmed by print deadline
- Customized cocktail
- Logo recognition on email marketing
- Half-page ad in program
- One table
- Listed as After-Party sponsor
- Recognition on screens during the cocktail reception

GUARDIAN | \$15,000

- Logo recognition on email marketing
- Half-page ad in program
- Six tickets
- Listed as Guardian-level sponsor
- Recognition on screens during the cocktail reception

PROTECTOR | \$10,000

- Half-page ad in program
- Four tickets
- Listed as Protector-level sponsor
- Recognition on screens during the cocktail reception

SUPPORTER | \$7,500

- Quarter-page ad in program
- Four tickets
- Listed as Supporter-level sponsor
- Recognition on screens during the cocktail reception

ALLY | \$5,000

- Two tickets
- Listed as Ally-level sponsor
- Recognition on screens during the cocktail reception





IN-KIND SPONSORSHIP

Promote your product to an exclusive group of our highest-level supporters. We will prioritize products from companies that demonstrate the highest environmental and social impact standards.

VIP GIFT BAGS | *Quantity: 100*

Our high-profile, influential audience will appreciate the curated collection of luxury gifts. Gifts of substantive quality and value are required, and all items are subject to prior approval by the HSUS. Products that are past season or close to expiring will not be accepted.

GUEST GIFT BAGS | *Quantity: 425*

This is an opportunity to supply animal-friendly and environmentally conscious gifts for all attendees. Space is limited. Preference will be given to sustainable products in Earth-friendly packaging.



OUR REACH



2,541,000
followers

Average gala media impressions:

738,400,000



787,000
followers

Average gala media circulation:

79,120,000



420,000
followers

Average net in advertising:

\$400,000

Estimated ad value:

\$6,830,000

OUR AUDIENCE

PAST ENTERTAINMENT

Andy Cohen, Noah Cyrus, Chris Daughtry, Gavin DeGraw, Chloe Flower, Kesha, Leona Lewis, Audra McDonald, Moby, Jason Mraz, Rachel Platten, Rob Thomas, Steven Tyler, Pharrell Williams

PAST HONOREES

Jennifer and Alan Fournier and family, Georgina Bloomberg, Chewy, Ricky Gervais, Gucci, Heineken, Hugo Boss, Homeless World, The Alex and Elisabeth Lewyt Charitable Trust, Patrick McDonnell (*MUTTS* cartoonist and children's book author), MARS, Moroccanoil, Katie Sturino and Toast, Rob and Marisol Thomas (founders of the Sidewalk Angels Foundation), Unilever Angels Foundation, Unilever

PAST SPECIAL GUESTS

Malin Akerman, Elizabeth Banks, Kristin Bauer, Erich Bergen, Molly Bernard, Jon Bernthal, Jason Biggs, Georgina Bloomberg, Laura Brown, Mario Cantone, James Cromwell, Kaley Cuoco, Bridget Everett, Sutton Foster, Ricky Gervais, Daniel Henney, Anjelica Huston, Carrie Ann Inaba, Joan Jett, Diane Keaton, Gayle King, Dylan Lauren, Jane Lynch, Kate Mara, Bianca Marroquin, Debra Messing, Moby, Jerry O'Connell, Ashley Olsen, Priscilla Presley, Carole Radziwill, Jill Rappaport, Rebecca Romjin, Theo Rossi, Nicky Hilton Rothschild, Amy Sedaris, Sadie Sink, Paul Solotaroff, Cecily Strong, Justin Theroux and Kuma, Rob and Marisol Thomas, Vanessa Verduga, Ali Wentworth, Paul Wesley, Danny Woodburn, Bellamy Young, Zendaya

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