

the DPA

soirée

FRIDAY
NOV 3 2023
Hall on Dragon

Sponsorship
Opportunities



Dallas Pets Alive! will host The DPA Soirée on Friday, November 3, 2023, benefitting our life-saving mission. You can contribute to the success of our event by becoming a sponsor today. As a sponsor your business will receive recognition not only at the event, but on our website, in social media, and throughout the year.



The DPA Soirée is an amazing way to reach generous, influential individuals motivated to learn more about your business. In addition to your sponsorship, you can also donate items to the live auction and/or raffle. Your underwriting will go directly toward the rescue and care of companion animals. Together, we can save lives in need right here in North Texas.



MEMORIES OF
FRIDAY
NOV 4 2022





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PRESENTING SPONSOR \$50,000

- Premiere recognition as Presenting Sponsor in logo, on all Soirée marketing materials
 - Premiere recognition as Presenting Sponsor on Soirée event emails
 - Option to welcome attendees during Soirée event
 - Branding on Soirée screens and signage
- Premiere recognition as Presenting Sponsor in event posts on DPA's social media
- Premiere recognition as Presenting Sponsor on DPA's Soirée and DPA Websites
- Inclusion in all pre- and post-event public relations and advertising campaigns
 - 20 VIP Soirée tickets



DIAMOND SPONSOR \$25,000

- Prominent recognition as Diamond Sponsor on all Soirée marketing materials
 - Prominent recognition on Soirée event emails
 - Verbal recognition during Soirée event
 - Branding on Soirée screens and signage
- Prominent recognition as Diamond Sponsor in event posts on DPA's social media
 - Prominent recognition on DPA's Soirée website
- Recognition in all pre- and post-event public relations and advertising campaigns
 - 10 VIP Soirée tickets



SAPPHIRE SPONSOR \$15,000

- Recognition as Sapphire Sponsor on all Soirée marketing materials
 - Recognition on Soirée event emails
 - Branding on Soirée screens and signage
- Recognition as Sapphire Sponsor in event posts on DPA's social media
 - Recognition on DPA's Soirée website
 - 8 Soirée tickets



EMERALD SPONSOR \$10,000

- Recognition as Emerald Sponsor on all Soirée marketing materials
 - Recognition on Soirée event emails
 - Branding on Soirée screens and signage
- Recognition as Emerald Sponsor in event posts on DPA's social media
 - Recognition on DPA's Soirée website
 - 6 Soirée tickets



RUBY SPONSOR \$1,500

- Recognition as Ruby Sponsor on all marketing materials
- Visual presence (Name) on Soirée screens and signage
 - Recognition on DPA's Soirée website
 - 2 Soirée tickets

TOPAZ SPONSOR \$5,000

- Recognition as Topaz Sponsor on all marketing materials
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
 - 4 Soirée tickets



MERRYMAKING SPONSORS (Everything Below) \$8,500

DISCO NINJA PERFORMERS \$5,000

- Introduction as Disco Ninjas Sponsor
- Recognition as Disco Ninjas Sponsor on all Soirée marketing materials
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
- 4 Soirée tickets

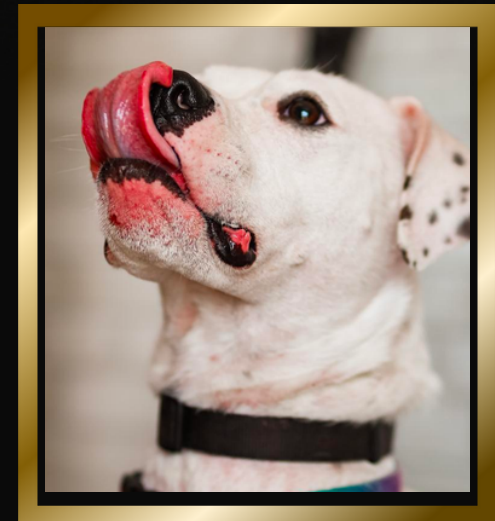


360° PHOTO BOOTH \$3,500

- Branding on the Photobooth Station
- Recognition as Photobooth Sponsor on all Soirée marketing materials
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
- 4 Soirée tickets

ALCOHOL MIST \$2,500

- Branding on the Alcohol Mist Station
- Recognition as Alcohol Mist Sponsor on all Soirée marketing materials
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
- 2 Soirée tickets





AUCTION SPONSOR \$10,000

- Recognition as Auction Sponsor on Soirée marketing materials
- Branding on auction table and on live auction slides
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
- 6 Soirée tickets

FLOWER SPONSOR \$7,500

- Recognition as Flower Sponsor on Soirée marketing materials
- Logo on printed card in floral arrangements
- Branding on Soirée screens and signage
- Recognition on DPA's Soirée website
- 6 Soirée tickets





TABLE SPONSOR \$2,000

- 10 Soirée tickets

VIP TABLE SPONSOR \$4,000

Treat your guests to special VIP treatment including:

- VIP reception
- VIP accommodations
- VIP seating
- Individual Gift Bags

HEARTSTRING VIDEO SPONSOR \$5,000

- Recognition as Video Sponsor on all Soirée marketing materials
 - Branding on Soirée screens and signage
 - Recognition on DPA's Soirée website
 - 4 Soirée tickets



OUR MISSION



Founded in 2012, Dallas Pets Alive is a mostly volunteer-run, foster-based animal rescue dedicated to saving the lives of healthy and treatable pets at greatest risk of euthanasia in North Texas. Most pets that come into our care have medical issues so severe that shelters do not have the capacity for support. While fostering and adopting homeless pets is central to our mission, DPA has made it a top priority to proactively work with families and individuals to help keep pets in their homes.

Along with our volunteers, fosters, adopters, and supporters, we have transformed nearly 27,500 animals' and their families' lives in our first 11 years.

THE NEED

For animal shelters,
90% live release is considered "No-Kill", nationally.

In Texas:

- 596,730 animals enter shelters annually
- 61,245 are euthanized resulting in an 80.8% live release rate.

DPA works with 7 partner shelters across North Texas, all struggling to reach "No-Kill". Currently, with DPA's help, they have a combined 84.15% live release rate, better than the Texas rate but well below "No-Kill".

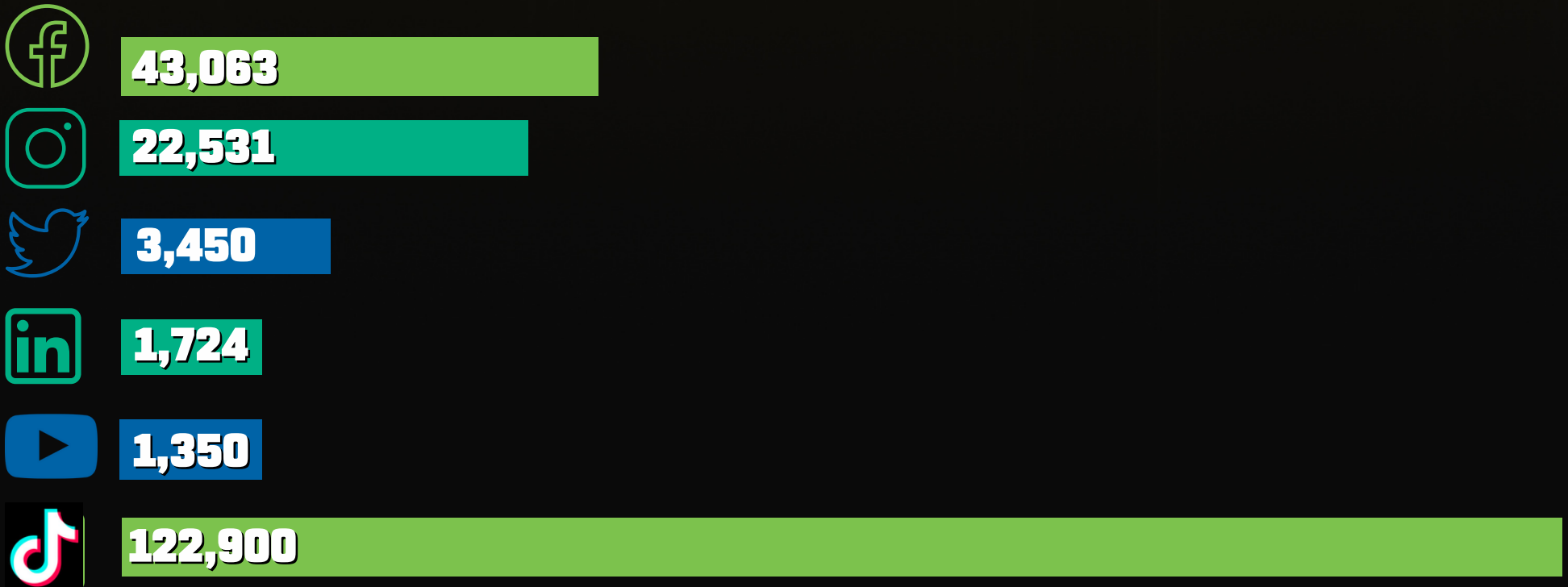
- It costs DPA an average of \$485 to care for each foster pet.
- 36.7% of our animals are major medical cases (\$1,000+ spent).

When you become a sponsor for the 2023 DPA Soirée, your support will be used to provide lifesaving medical treatment and behavioral training for the animals in Dallas Pets Alive's care.

MARKETING

DPA's Marketing team continues to leverage our partnership and collaborations to increase reach and followers. Marketing surpassed its 2022 impressions goal with nearly 17.5 million impressions with our compelling content.

Social Media Following



Contact for more info:
Pat Robbins
Development Director
pat@dallaspetsalive.org
443-538-4641

 **Dallas**
pets alive!
dallaspetsalive.org

We believe that innovation can change animal welfare and the way rescue pets are perceived in our community. Your sponsorship of our November 3, 2023 DPA Soirée will help us provide thousands of homeless pets a second chance and help us keep pets in their homes and out of local shelters.

Learn more at <https://dallaspetsalive.org/>.

* Inclusion on marketing materials based upon print deadlines. A portion of sponsorships will be tax-deductible. All charitable donations are tax-deductible. Our EIN number is 46-2768869 and Texas Taxpayer number is 32050092280.