

HERITAGE HUMANE SOCIETY'S
BLACK TIE

— AND —

Tails



GA
ALA



SPONSORSHIP
OPPORTUNITIES

An Evening of Elegance. A Lifetime of Impact.

FEBRUARY 13, 2027 | DOUBLETREE WILLIAMSBURG

OUR MISSION, TOGETHER



90%

HHS annual operating budget must be raised/earned



1,927

pet lives saved in our community



1,366

pets fostered for better outcomes



1,476

adoptions and second chances



8,386

Kibble Kitchen pet meals for local families-in-need

Hello Friends,

One of the realities that surprises people most about Heritage Humane Society is that **90% of our annual operating budget must be raised through fundraising** or earned through HHS programs. What may surprise you more is what our small, yet mighty team accomplishes with the generosity of this community.

Every adoption, every pet fostered, every pet meal provided to a family in-need represents more than a number. It represents a life changed, a family supported and a community that cares.

What makes your support especially meaningful is that **your dollars stay local, creating local solutions.** Every gift helps us respond to the needs of animals and families right here in Greater Williamsburg.

On behalf of our dapper 2027 Gala Pawbassador, Dupre, and your HHS team...

Will you lend your support to the 2027 Black Tie & Tails Gala? If you're interested in one of the sponsorships included here, email me at klaska@heritagehumane.org. For tables, tickets, auction item donations and monetary donations, visit us at heritagehumane.org/gala.

We are incredibly proud to be part of this community, and deeply grateful for the people and businesses who make our life-changing work possible.

Together, we're making Greater Williamsburg a better place for pets and the people who love them.

In the Spirit of Caring,

Kimberly Laska, CAWA
Executive Director
Heritage Humane Society



Dupre
2027 Gala Pawbassador





SPONSORSHIP OPPORTUNITIES

THE VALUE OF PARTNERSHIP

Every sponsorship provides an exceptional guest experience and meaningful community recognition. These benefits are included with sponsorships on pages 4 - 6.

THE VIP EXPERIENCE

- Reserved VIP dinner table for 10 guests
- VIP opening reception with champagne and hors d'oeuvres
- 10 raffle tickets and an exclusive VIP gift for each guest

VISIBILITY & RECOGNITION

- Advertisement in the printed and digital event guide
- Linked logo on the Gala webpage
- Recognition on HHS social media
- Logo on the event sponsor board
- Acknowledgment during slideshow

Each level also offers its own signature opportunity to be part of the Gala experience.

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIPS

Distinctive ways to place your brand at the center of the celebration. The following benefits are in addition to all of the VIP, Visibility + Recognition benefits on page 3.

PRESENTING SPONSOR

SOLD

\$25,000

Lead the evening. Elevate the mission.

- On-air media interview including HHS Executive Director
- Two-page centerfold advertisement in Gala booklet
- Interview on Mission Moment video feature
- Exclusive Presenting Sponsor logo on marketing materials including social media
- Top sponsor listing on 2027 Black Tie & Tails Gala webpage
- Exclusive Presenting Sponsor signage & top logo on sponsor board at event
- Live recognition from the podium
- First-look auction access
- Personalized post-event impact snapshot

FETCH A FLASK SPONSOR

SOLD

\$15,000

Raise a glass to a great cause.

- Branded drink tickets for Gala guests
- Two signature cocktails and one mocktail
- Exclusive Fetch a Flask sponsor signage at event bars
- One-page advertisement in Gala booklet
- Fetch a Flask sponsor listing on 2027 Black Tie & Tails Gala webpage
- Recognition as Fetch a Flask Sponsor on HHS social media
- Logo on sponsor board at event
- Live recognition from the podium

Cheers & Thank you!



Noah's Ark
VETERINARY HOSPITAL

Thank you!



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIPS

Distinctive ways to place your brand at the center of the celebration. The following benefits are in addition to all of the VIP, Visibility + Recognition benefits on page 3.

PRESENTING MEDIA

SOLD

\$10,000

Amplify the Gala's message.

- Presenting Media Sponsor designation
- Recognition in event promotions
- Full-page advertisement in Gala booklet
- Recognition on HHS social media
- Presenting Media Sponsor listing & link on 2027 Black Tie & Tails Gala webpage
- Logo on sponsor board at event
- Live recognition from the podium

RAFFLE SPONSOR

SOLD

~\$9,000*

Make the big reveal your moment.

- Provide the Gala's featured raffle prize
- One-minute podium opportunity to present the raffle prize
- Present the winner onstage
- Full-page advertisement in Gala booklet
- Sponsor recognition on raffle page in booklet
- Raffle Sponsor event signage
- Recognition in HHS social media
- Presenting Raffle Sponsor listing & link on 2027 Black Tie & Tails Gala webpage
- Logo on sponsor board at event
- Live recognition from the podium

**Raffle sponsorship value depends on the prize provided.*



SPONSORSHIP OPPORTUNITIES

FEATURED SPONSORSHIPS

Put your name behind a moment guests will remember. The following benefits are in addition to all of the VIP, Visibility + Recognition benefits on page 3.

GAME SPONSOR

\$8,500

Bring the fun. Fuel the giving.

- Sponsor representative ceremonially starts the game & presents winner with the prize
- Exclusive Heads or Tails Game signage
- Full-page advertisement in Gala booklet
- Exclusive event and sponsor board signage
- Linked logo on website & HHS social media inclusion

LIGHTS, CAMERA, ACTION

\$7,500

Help tell the story.

- Sponsor representative invited to be interviewed for the video
- Exclusive Lights, Camera, Action signage
- Full-page advertisement in Gala booklet
- Exclusive event and sponsor board signage
- Linked logo on website & HHS social media inclusion

VERY IMPORTANT PET (VIP) RECEPTION SPONSOR

\$5,000

Make the welcome exclusively yours.

- Exclusive VIP Reception Sponsor signage
- Emcee recognition at reception and dinner
- Full-page advertisement in Gala booklet
- Exclusive event and sponsor board signage
- Linked logo on website & HHS social media inclusion

DESSERT SPONSOR

\$4,500

Be the “sweet tooth” of impressions.

- Exclusive Dessert Sponsor signage
- Named dessert, e.g. “Sit, Stay, Sweet!”
- Full-page advertisement in Gala booklet
- Exclusive event and sponsor board signage
- Linked logo on website & HHS social media inclusion



TABLES & TICKETS

From VIP experiences to a table of your favorite people, every seat at Black Tie & Tails helps Heritage Humane Society provide compassionate care and new beginnings for homeless pets throughout Greater Williamsburg.

TABLES

BEST IN SHOW VIP TABLE

\$3,000

8 guests

VIP reception with champagne & hors d'oeuvres

10 raffle tickets + VIP gift for each guest

Table recognition, event-guide ad & sponsor visibility

GALA TABLE • 8 GUESTS

\$1,400

GALA TABLE • 10 GUESTS

\$1,750

TICKETS

CUFF LINK VIP PACKAGE

\$750

2 guests

VIP reception with champagne & hors d'oeuvres

10 raffle tickets + VIP gift for each guest

Table recognition, event-guide ad & sponsor visibility

INDIVIDUAL TICKET

\$195

COUPLES TICKETS • 2 GUESTS

\$375

***Purchase your tickets or table online
at heritagehumane.org/gala or scan
here:***



SCAN HERE



DONATION OPPORTUNITIES

You can even make a difference without being in the ballroom! Donate a unique experience, vacation home getaway, celebrity memorabilia or special item to our Gala auction, or make a monetary gift if you can't attend.

Every contribution stays local, helping Heritage Humane Society provide care, comfort and second chances for the homeless pets at Greater Williamsburg's largest animal shelter.

DONATE AN AUCTION ITEM

HELP CREATE THE JOY

Vacation Home Getaways

VIP Event & Sports Tickets

Uncommon Adventures

Signed Memorabilia

Arts & Culture Experiences

Unique Dining

Latest Technology

Themed Baskets/Bundles

TWO WAYS TO DONATE AN AUCTION ITEM:

1. **VISIT: [HERITAGEHUMANE.ORG/GALA](https://heritagehumane.org/gala)**

or

2. **[CLICK HERE](#) TO THE GALA DONATION FORM**

MONETARY DONATION

MAKE A DIFFERENCE

You can still be part of the 2027 Black Tie & Tails Gala, even if you can't attend! We'll gladly provide a tax-donation receipt and share how your generosity, together with Gala proceeds, helps homeless pets find the care and second chances they deserve.

THREE WAYS TO DONATE:

1. **ONLINE: [HERITAGEHUMANE.ORG/GALA](https://heritagehumane.org/gala)**

2. **IN PERSON AT THE SHELTER**

3. **MAIL A CHECK WITH "GALA" IN THE MEMO**

to: **HHS, 430 Waller Mill Rd., Williamsburg, VA 23185**

The Heritage Humane Society is a 501(c)(3) organization. Our mission is to serve as compassionate stewards of homeless pets that are in transition from stray/surrender to forever homes. We serve to educate the public about humane animal care and treatment, advocate animal welfare, and provide affordable adoption services.

*Thank you
for your
generosity!*

