

*The difference
your dollar
can make!*



\$500

can provide
treats and toys
for 40 dogs in our
Canine Behavior
Program

\$1,000

can provide 2
months of food
for injured raptors
like owls and
hawks



\$2,500

can provide 2 care
and supplies for
100 animals in
foster care

\$5,000

covers the medical
costs for one dog
transfer from an
overcrowded
shelter



\$10,000

can provide all core
vaccines for shelter
cats and dogs for
one entire year



Dane County Humane Society

Toto's Gala 2024 • Event Partnership

Join 400 fellow animal lovers at Monona Terrace for a glamorous night of puppy greeters, cocktails, dinner, and dancing. We'll have a great time making a big impact for the animals in our community!

Event Date: Friday, March 15, 2024

Location: Monona Terrace

Attire: Semi-formal

5:30-7:00 pm - VIP Lounge

NEW THIS YEAR: VIP guests will enjoy extra perks, meet animal and human celebrities, and beat the lines with early check in. This year's special guests will include the stars of the Madison Firefighters Charity Calendar!

6:00-7:00 pm—Cocktail Hour

Puppy, kitten, and other animal greeters will welcome guests into the Grand Terrace for a cocktail hour, silent auction, and a chance to mingle with two- and four-legged friends.

7:00-9:00 pm—Dinner and Presentation

Move into the Ballroom for dinner and a chance to hear the stories of animals who have learned that there's no place like home.

9:00-11:00 pm—After Party

We'll wrap up the night by turning up the tunes at the After Party - be sure to wear your dancing shoes!



*Join us for
the biggest night
for animals in
Dane County!*

	Emerald City \$20,000 (1 available)	Platinum \$10,000 (2 available)	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Sponsor Table \$1,000
Pre-Event Recognition						
Recognition on promotional materials (invitation, e-newsletter, etc.) <i>*if confirmed by corresponding deadlines</i>	Presenting Sponsor Logo	Lead Sponsor Logo	Logo	Logo	Business Name	Business Name
Recognition in press release	Presenting Sponsor	Lead Sponsor	Sponsor			
Recognition in Pet of the Week segments, when possible	Presenting Sponsor					
Recognition in print and digital media ads <i>*if confirmed by corresponding deadlines</i>	Presenting Sponsor					
Day-Of Recognition						
Complimentary event tickets	16 VIP Guests (2 tables)	8-10 VIP Guests (1 table)	8-10 VIP Guests (1 table)	8 VIP Guests (1 table)	8 Guests (1 table)	8 Guests (1 table)
Recognition day of event (on screen, print program, sign, etc) <i>*if confirmed by print dates</i>	Presenting Logo	Prominent Logo	Prominent Logo	Logo	Logo	Business Name
Verbal recognition during presentation	Presenting Sponsor	Lead Sponsor	Business Name			
Ongoing Benefits						
Recognition on event website for up to 1 year	Presenting Logo	Prominent Logo	Linked Logo	Linked Logo	Linked Logo	Business Name
Recognition on social media posts	Presenting Mention	Lead Mention	Group Post	Group Post	Group Post	Group Post
Private behind-the-scenes tour of DCHS <i>*redeemable in 2024 only</i>	X	X	X	X	X	X
Group Volunteer Experience for up to 10 participants <i>*redeemable in 2024 only</i>	2	1	1			

Special Opportunity: Puppy Greeter Sponsor—\$7,500

Bring extra joy to our guests by sponsoring the puppies and other animals who greet each person as they walk through the doors!

Benefits include: Everything from Gold Level Sponsorship, plus prominent logo recognition onsite around animal greeter stations.

