

Charleston Animal Society

APPLAUSE FOR PAWS

Masquerade Gala



PRESENTED BY

Hank & Laurel
Greer
and





MISSION

Our mission has remained the same since our founding: The Prevention of Cruelty to Animals. In 1874, Charleston Animal Society became the first animal organization in South Carolina and one of the first in the Nation, helping more than 20,000 animals annually.

VISION

Our vision is one where all healthy and treatable animals are saved. It's a vision where all people and animals are treated with respect and kindness. And it envisions a world where cruelty is not tolerated.

COMMUNITY

Each year we care for more than 20,000 animals who turn to Charleston Animal Society for compassion and hope. With your help, we will continue to save the lives of every animal brought to our door from hamsters to horses. You are Charleston Animal Society.

WHO YOU CAN REACH



DAY OF EVENT
550
PARTICIPANTS



FACEBOOK
261K+
FOLLOWERS



INSTAGRAM
46K+
FOLLOWERS



EMAIL
55K
SUBSCRIBERS



MAGAZINE
25K
CIRCULATION

WEEKLY TV & RADIO APPEARANCES: NEWS 2 NEWS AT NOON | FOX 24 MORNING NEWS
ABC NEWS LOWCOUNTRY LIVE | KICKING COUNTRY 92.5 | MIX 95.9

APPLAUSE FOR PAWS GALA

The Applause for Paws Gala is Charleston Animal Society's most prestigious event with more than 500 supporters gathering at the Charleston Gaillard Center to raise funds to support the more than 20,000 animals that Charleston Animal Society cares for each year.

The Applause for Paws Gala will be the best one yet, as we come together to provide a future where every animal, and human, is treated with kindness and respect.

**BEST OF
CHARLESTON
2024**

**WINNER:
BEST FUNDRAISING EVENT
BEST PARTY**

- WHERE: The **Charleston Gaillard Center** in the heart of downtown (95 Calhoun Street)
- WHEN: **Saturday, October 24th at 5:30pm**
- WHAT: A **fun-filled evening** filled with key members of our animal-loving community, businesses and local influencers.
- ACTIVITIES:
 - Silent Auction with auction display
 - Live Auction
 - Special themed entertainment
 - Music and Dancing
 - And so much more!



HOW YOU CAN MAKE A DIFFERENCE

Charleston Animal Society is only able to answer the call to help save lives in the Lowcountry and beyond because of caring individuals and businesses like you. When you give, you are ensuring that caring staff, response teams, and dedicated volunteers are all immediately available to help save the lives of helpless, homeless animals, and continue the mission to end animal cruelty.

Your support is critical to saving lives and we cannot continue our important work without you.

PRESENTING SPONSOR - \$25,000

- **10 tickets to the event (a full table)**
- Premium table location
- VIP access for table host and guests
- One full page in the gala program
- Recognition as “presented by” sponsor in all communications
- Representative on stage during opening remarks
- One full page in Carolina Tails Magazine
- Name listed in press release
- Inclusion on group posts on Charleston Animal Society social media pages
- Name recognition on table signage
- A special gift for your table host
- Logo inclusion on email communications auction/event websites, printed invite and digital invite, and event signage

PLATINUM SPONSOR - \$12,000

- **10 tickets to the event (a full table)**
- Premium Table location
- VIP access for table host and guests
- One full page in the gala program
- One half page in Carolina Tails Magazine
- Name listed in press release
- Inclusion on group posts on Charleston Animal Society social media pages
- Name recognition on table signage
- A special gift for your table host
- Logo inclusion on email communications auction/event websites, printed invite and digital invite, and event signage

GOLD SPONSOR - \$6,000

- **10 tickets to the event (a full table)**
- One half page in the gala program
- Name recognition on table signage
- A special gift for your table host
- One quarter page in Carolina Tails Magazine
- Logo inclusion on email communications auction/event websites, digital invite, and event signage

SILVER SPONSOR - \$3,500

- **6 tickets seated together**
- One quarter page in the gala program
- Name recognition on table signage
- Logo inclusion on email communications auction/event websites, and event signage

BRONZE SPONSOR - \$1,000

- **2 tickets seated together**
- Logo/Name inclusion in the gala program, email communications, and auction/event websites

PROGRAM SPONSORSHIPS

- **Full Page Sponsor- \$1,000**
- **Half Page Sponsor- \$500**
- **Quarter Page Sponsor - \$250**

All program sponsorships are printed in high-resolution, full color.

UNIQUE OPPORTUNITIES

RAFFLE SPONSOR - \$4,500

Benefits

- Four (4) tickets to the event
- Logo in the Gala program
- Logo in Carolina Tails Magazine thank you sponsor ad
- Inclusion on group posts on Charleston Animal Society social media pages
- Logo inclusion on email communications for the event
- Logo / naming inclusion on all paid media advertising placed
- Logo inclusion on event website
- Logo inclusion on event signage
- Inclusion wherever the raffle is mentioned in print and digital media
- Naming recognition onsite by the raffle display

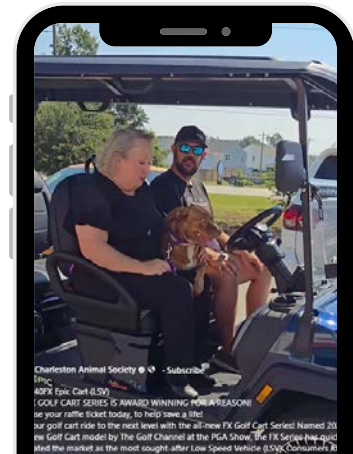


Online & Onsite Setup

Your brand will be recognized alongside the featured raffle experience both onsite and on the event webpage.

Social Media Promotion

Sponsors will be tagged in social media posts promoting the raffle to Charleston Animal Society's engaged audience.



Logo on All Raffle Graphics

Your logo will appear on all promotional materials and graphics associated with the raffle experience.

UNIQUE OPPORTUNITIES

SILENT AUCTION SPONSOR - \$2,500

Benefits

- 2 tickets to the event
- Logo in the Gala program on the auction pages
- Logo in Carolina Tails Magazine thank you sponsor ad
- Inclusion on group posts on Charleston Animal Society social media pages
- Logo inclusion on email communications for the event
- Logo inclusion on event website
- Logo inclusion on event signage
- Inclusion wherever the auction is mentioned in print and digital media
- Naming recognition onsite by the display in the main lobby



PADDLE SPONSOR - \$2,500

Benefits

- 2 tickets to the event
- Logo in the Gala program
- Logo in Carolina Tails Magazine thank you sponsor ad
- Inclusion on group posts on Charleston Animal Society social media pages
- Logo inclusion on email communications for the event
- Logo inclusion on event website
- Logo inclusion on event signage
- Naming recognition onsite on the paddle that each attendee receives



UNIQUE OPPORTUNITIES

DESSERT SPONSOR - \$2,500

Benefits

- 2 tickets to the event
- Half Page ad in the Gala program
- Logo in Carolina Tails Magazine thank you sponsor ad
- Inclusion on group posts on Charleston Animal Society social media pages
- Logo inclusion on email communications for the event
- Logo inclusion on event website
- Logo inclusion on event signage



BAR SPONSOR - \$500

Benefits

- Name listed in the Gala program
- Logo in Carolina Tails Magazine thank you sponsor ad
- Inclusion on group posts on Charleston Animal Society social media pages
- Logo inclusion on event website
- Logo inclusion on event signage
- Naming recognition onsite at all five bars



SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
SPONSOR AMOUNT	\$25,000	\$12,000	\$6,000	\$3,500	\$1,000
REPRESENTATIVE ON-STAGE DURING OPENING REMARKS					
RECOGNITION AS "PRESENTED BY" SPONSOR IN ALL COMMUNICATIONS					
VIP ACCESS FOR TABLE HOST & GUESTS					
PREMIUM TABLE LOCATION					
INCLUSION ON GROUP POSTS ON CHARLESTON ANIMAL SOCIETY SOCIAL MEDIA PAGES					
NAME LISTED IN PRESS RELEASE					
CAROLINA TAILS MAGAZINE 25,000 HOMES	FULL PAGE	1/2 PAGE	1/4 PAGE		
LOGO INCLUSION ON THE PRINTED INVITE & DIGITAL COMMUNICATIONS			JUST DIGITAL		
SPECIAL GIFT FOR TABLE HOST					
LOGO INCLUSION ONSITE EVENT SIGNAGE					
NAME/LOGO INCLUDED ON TABLE					
LOGO ON EVENT AND AUCTION WEBSITES					
LOGO INCLUSION ON EMAIL COMMUNICATIONS TO ATTENDEES					
INCLUSION IN GALA PROGRAM	PRIME FULL PAGE	FULL PAGE	1/2 PAGE	1/4 PAGE	LOGO
TICKETS SEATED TOGETHER	10 TICKETS (FULL TABLE)	10 TICKETS (FULL TABLE)	10 TICKETS (FULL TABLE)	6 TICKETS	2 TICKETS

SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	BAR SPONSOR	DESSERT SPONSOR	PADDLE SPONSOR	SILENT AUCTION SPONSOR	RAFFLE SPONSOR
SPONSOR AMOUNT	\$500	\$2,500	\$2,500	\$2,500	\$4,500
# OF SPONSORS	5	1	1	1	1
INCLUSION ON GROUP POSTS ON CHARLESTON ANIMAL SOCIETY SOCIAL MEDIA PAGES					
INCLUSION IN ALL PRINT & DIGITAL MEDIA					
NAMING RECONGITION IN MARKETING COMMUNICATIONS TIED TO THE AREA					
LOGO IN CAROLINA TAILS MAGAZINE THANK YOU SPONSOR AD					
LOGO INCLUSION IN EVENT SIGNAGE					
LOGO ON EVENT AND AUCTION WEBSITES					
LOGO INCLUSION ON EMAIL COMMUNICATIONS TO ATTENDEES					
INCLUSION IN GALA PROGRAM	LIST	½ PAGE AD	LOGO	LOGO ON AUCTION PAGES	LOGO
TICKETS SEATED TOGETHER		2 TICKETS	2 TICKETS	2 TICKETS	4 TICKETS

PROGRAM LEVELS

FULL PAGE \$1,000	1/2 PAGE \$500	1/4 PAGE \$250
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2026 GALA SPONSOR FORM

OCTOBER 24, 2026

SPONSOR INFORMATION

Contact Name: Company Name (if Business Sponsorship): _____

Name(s) to Be Listed in Recognitions: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email: _____

Required Signature: _____



Deadline for logo and program ads to be included in print materials.

SPONSOR LEVELS

- PRESENTING (\$25,000)
VIP TABLE FOR 10
- PLATINUM (\$12,000)
PREMIUM TABLE FOR 10
- GOLD (\$6,000)
TABLE FOR 10
- SILVER (\$3,500)
6 TICKETS SEATED TOGETHER
- BRONZE (\$1,000)
2 TICKETS SEATED TOGETHER
- OTHER _____

PROGRAM SPONSORSHIPS

- FULL PAGE (\$1,000)
7.5" WIDE X 10" TALL
 - HALF PAGE (\$500)
7.5" WIDE X 4.25" TALL
 - QUARTER PAGE (\$250)
3.67" WIDE X 4.75" TALL
- PROGRAM WILL PRINT IN FULL COLOR. 300 DPI JPG OR PDF FILE ACCEPTED.

PAYMENT INFORMATION

Cash Check Bill Me [Online at CharlestonAnimalSociety.org/Gala](https://CharlestonAnimalSociety.org/Gala)

Credit Card: Visa Mastercard American Express Discover

Card Number: _____

Expiration Date: _____ CVV: _____

Signature: _____ Date: _____

Please make all checks payable to Charleston Animal Society. Return completed form to 2455 Remount Road, North Charleston, SC 29406.



Thank you for your support of Charleston Animal Society's lifesaving programs!

For further information, contact Danielle Zuck, Director of Business Partnerships and Events at DZuck@CharlestonAnimalSociety.org.

CharlestonAnimalSociety.org • 2455 Remount Road • EIN 57-6021863

AUCTION ITEM FORM

Complete to donate your item

DONATION
DEADLINE*
09/04/26

OCTOBER 24TH, 2026

Donor Information

NAME

NAME TO BE LISTED IN PRINT

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

Auction Item Information

ITEM DESCRIPTION

ESTIMATED VALUE

\$ _____

The item will need to be picked up from my location. I will deliver the item to Charleston Animal Society.

I understand that inclusion of donated items in the Applause for Paws Gala auction is solely at the discretion of the Charleston Animal Society. I understand that it may be determined that the best use of my donated item may be for another charitable purpose of the organization and I authorize the Charleston Animal Society to determine the best use.

SIGNATURE

DATE

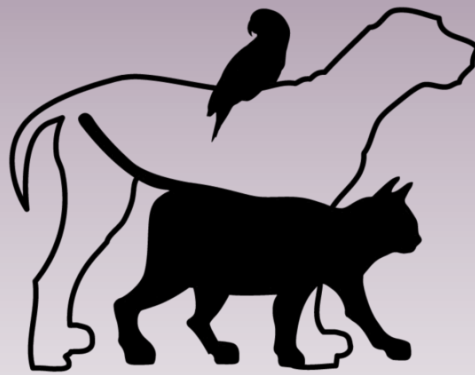


Thank you for your support of Charleston Animal Society's lifesaving programs!

The deadline for the auction item to be included in print materials is September 4, 2026. For further information, please contact Sydney Fryman, Advancement Assistant and Events Coordinator at

SFryman@CharlestonAnimalSociety.org.

CharlestonAnimalSociety.org • 2455 Remount Rd • N Charleston • EIN 57-6021863



Charleston Animal SocietySM

THANK YOU!

CONTACT: DANIELLE ZUCK

Director of Business Partnerships and Events

Email: DZuck@CharlestonAnimalSociety.org

Phone: 843-329-1541

