

CAUSE-RELATED MARKETING SPONSORSHIP OPPORTUNITIES & BENEFITS

Presenting Sponsor – \$10,000 (Exclusive Opportunity: Only 1 Available)

- Recognized as the official Presenting Sponsor (e.g., "Heartland Animal Shelter's Golden Paw Gala Presented by [Sponsor Name]")
- Exclusive onsite promotion of your company's product or service
- Dedicated Event Signage
- Option to provide welcoming remarks to guests
- Option to select 2 additional year-round engagement opportunities for employees and/or customers
- Reserved premium VIP table for ten (10) guests
- Prominent logo placement/name recognition on all advertisements, printed materials, press releases, and digital platforms
- Dedicated Full-page premium digital ad in the event reel
- Verbal recognition during the event

Platinum Sponsor – \$7,500 (Multiple Available)

- Reserved VIP table for ten (10) guests
- Logo/name recognition placement on all all printed materials, press releases, and digital platforms
- Logo placement on event sponsor signage
- Logo inclusion on Full-page digital ad with other sponsors in the event reel
- Verbal recognition during the event

Gold Sponsor – \$5,000 (Multiple Available)

- Reserved VIP seating for six (6) guests
- Logo/name recognition placement on all all printed materials and digital platforms
- Logo placement on event sponsor signage
- Logo inclusion on Full-page digital ad with other sponsors in the event reel
- Verbal recognition during live program by the emcee

Silver Sponsor – \$2,500 (Multiple Available)

- General admission seating for four (4) guests
- Logo/name recognition placement on all all printed materials and digital platforms
- Logo placement on event sponsor signage
- Logo inclusion on Full-page digital ad with other sponsors in the event reel
- Verbal recognition during live program by the emcee

Bronze Sponsor – \$1,000 (Multiple Available)

- General admission seating for two (2) guests
- Logo/name recognition placement on all all printed materials and digital platforms
- Logo placement on event sponsor signage
- Logo inclusion on Full-page digital ad with other sponsors in the event reel
- Verbal recognition during live program by the emcee

Golden Paw Gala

EVENT DAY SPONSORSHIP OPPORTUNITIES & BENEFITS

Bar Sponsor – \$1,500

- Exclusive signage at the bar area
- Signature drink presented by “Sponsor’s Name/Logo”

Digital Ad– \$500

- Full-page digital ad with your choice of logo and images to advertise your company’s support for Heartland Animal Shelter

Photo Booth Sponsor – \$750

- Branding on all photo booth prints and digital photos

EVENT DAY VOLUNTEERING

- Individuals, organizations and corporate groups are invited to volunteer on event day! For more information about Event Day Volunteering email gala@heartlandanimalshelter.org

IN-KIND VENDOR DONATION OPPORTUNITIES & BENEFITS

- All vendors that donate goods or services to help Heartland Animal Shelter offset our cost for the 2025 Golden Paw Gala and invest more dollars raised towards our mission will receive the following:
- Logo inclusion on event website under In-Kind Sponsors hyperlinked to the company’s website (placement in alpha order by company name)
- Logo inclusion on Full-page digital ad on event reel with other In-Kind Sponsors
- Post event recognition and tag on social media with other In-Kind Sponsors (mentioned in alpha order by company name)

AUCTION & RAFFLE DONATION OPPORTUNITIES & BENEFITS

Live Auction Donations (Received by September 15, 2025)

- Recognition in a dedicated full-page digital ad in the event reel featuring the Live Auction package
- Donor and donated item featured in auction preview emails and social media
- Verbal recognition during live program
- Fair market value must be \$1000+ to be considered at the discretion of event committee

Silent Auction Donations (Received by September 15, 2025)

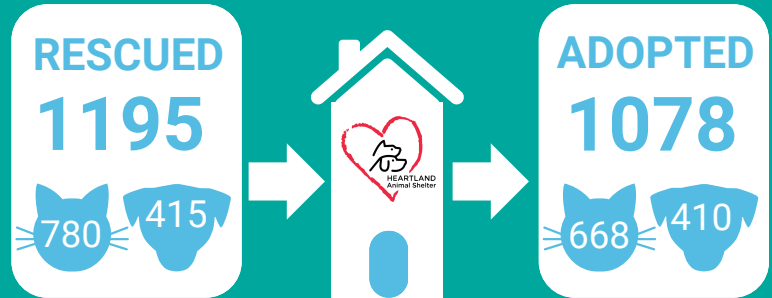
- Donor recognition in alpha order on a Full-page digital ad in the program reel
- Donor recognized in alpha order on event signage

Raffle Item (Received by July 15, 2025)

- Recognition in a dedicated Full-page digital ad in the event reel featuring the raffle item/package
- Raffle item/package featured on event website with hyperlinks to company’s website
- Verbal recognition throughout the event by the emcee to promote raffle ticket sales
- Fair market value must be \$1000+ to be considered at the discretion of event committee

2024 Impact:

- Average Monthly Web Pageviews: 49,200
- Combined Social Media Audience: 35,000
- Email Newsletter Subscribers: 8,000



LIVE RELEASE RATE: 97%

HEARTLAND ANIMAL SHELTER'S MISSION

Heartland Animal Shelter has been saving the lives of homeless pets since 2002. Dr. Herbert Preiser, DVM and founder of Heartland Animal Shelter, wanted to make a difference by saving the lives of pets who might otherwise be euthanized due to overpopulation. Driven to make a change, Dr. Preiser opened Heartland Animal Shelter in October of 2002. Heartland's staff and volunteers are committed to giving our pets everything they need to be healthy and loved. Heartland Animal Shelter provides excellent and life-saving care to the most vulnerable dogs and cats until we find them good homes. Through progressive programs, outreach, and collaborative partnerships, we also work to keep all companion animals with their families.

ABOUT THE GOLDEN PAW GALA

The Golden Paw Gala is one of Heartland Animal Shelter's Signature Fundraising Events. Since its inception, the Golden Paw Gala has raised nearly \$910,000 for Heartland Animal Shelter. This year's event will mark \$1M in giving to support homeless and abandoned cats and dogs in our community. Heartland Animal Shelter is hosting the 2025 Golden Paw Gala for hundreds of corporate partners, guests and volunteers across Chicago's North Shore and Northwest community on Friday, October 17, 2025. This spectacular evening honoring Heartland's life saving work will take place at Chevy Chase Country Club in Wheeling. This year the Golden Paw Gala will be celebrating the life and legacy of Sara Adler and \$1M in giving.

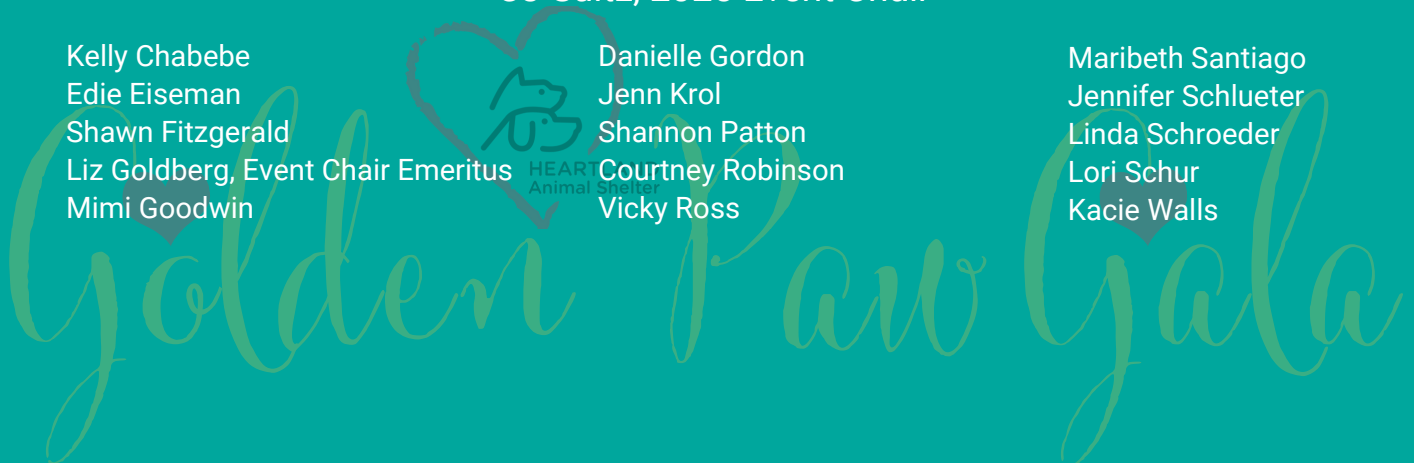
2025 GOLDEN PAW GALA COMMITTEE

CJ Sultz, 2025 Event Chair

Kelly Chabebe
 Edie Eiseman
 Shawn Fitzgerald
 Liz Goldberg, Event Chair Emeritus
 Mimi Goodwin

Danielle Gordon
 Jenn Krol
 Shannon Patton
 Courtney Robinson
 Vicky Ross

Maribeth Santiago
 Jennifer Schlueter
 Linda Schroeder
 Lori Schur
 Kacie Walls



INTERNAL REVENUE SERVICE
P.O. BOX 2508

TREASURY

CINCINNATI, OH 45201

Date: **NOV192006**
HEARTLAND

ANIMAL SHELTER NFP
2975 MILWAUKEE AVE
NORTHBROOK, IL 60062-0000

Employer Identification Number:
16-1617345
DLN: FD#
17053287718086
Contact Person:
MARY M Telephone 31255
Contact Number:
(877) 829-5500
Public Charity Status:
170(b) (1) (A) (vi)

Applicant:
Dear

Our letter dated JUNE 2003, stated you would be exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation during an advance ruling.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for free information at (800) 829-3676. Information is also available on our Internet web site at www.irs.gov. If you have general

questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,

~f~

Lois G. Lerner
Director, Exempt Organizations
and Agreements Rulings

Letter
1050 (DO/CG)