



4TH ANNUAL
FUNDRAISER BALL

PUTTIN' ON

the

DIRTY!

SAT. NOVEMBER 2, 2019





WHAT IS SAFE PET OTTAWA?

SafePet Ottawa is a registered charity (*charitable number: 81912 7929 RR0001*) conceived out of necessity to help women who are fleeing from domestic violence with their beloved animal companions.

In Ottawa, 48% of women who should leave an abusive relationship will not, because they are afraid of the consequences of leaving their pets behind with their abusers.

SafePet Ottawa is working with Violence Against Women (VAW) shelters and veterinary clinics across the city to facilitate a means of safely relocating animals from potentially dangerous home situations into temporary foster care. We've accumulated and organized a network of anonymous volunteers within Ottawa to keep pets safe and cared for, so their owners are able to begin their recovery at a VAW shelter. Once the women are able to leave the shelter for a more stable living situation, we reunite them with their pets, which will continue to provide them comfort and love during this very important healing process.

ABOUT THE 2019 SAFE PET OTTAWA BALL

On November 2nd, we are excited to be hosting our third annual charity Gala: **The 2019 Puttin' On The Ritz Ball**. Our annual Ball is designed to raise funds dedicated to improving and maintaining the function of SafePet Ottawa as a charity organization. These funds will be directed towards: covering veterinary costs for injured or abused animals, to provide equipment, food and supplies to fosters with animals in their care and to continue to grow awareness in the local community of the SafePet Ottawa program.

The event invites all members of the Ottawa community, members of your organization and other elite business members of Ottawa. The attire is formal / black tie with an encouragement to adopt fashions and adorn yourself with accessories befitting our theme.

This year's Ball will take place on Saturday, November 2, 2019 in the Grand Victoria Ballroom of the Marriott Ottawa (located at 100 Kent Street), chosen for its gleaming reputation, elegant décor, superb service, exquisite menu and central location for ideal accessibility by our attendees. The Ball will begin at 6 p.m. and we will celebrate until 1 a.m. the following morning.

Should we receive sufficient sponsorship, we hope to offer our guests a discounted group rate at the hotel, or at the very least, give out taxi chits to ensure a safe and responsible end to the evening.

Below: Photos taken during our Inaugural SafePet Ottawa Masquerade Ball, 2016 at Tudor Hall



OUR REACH IN NUMBERS:

SOCIAL MEDIA

2,000+

RAPIDLY GROWING
FOLLOWERS

EMAILING

250

ACTIVELY

VOLUNTEERS

200+

ENGAGED

AGE RANGE

25-75

OF BALL
ATTENDEES

EVENT NIGHT

200+

ATTENDEES

100% OF THE PROFITS RAISED FROM OUR ANNUAL FUNDRAISING BALLS GO DIRECTLY TO SUPPORTING THE SAFEPET MISSION—AIDING IN THE REMOVAL OF WOMEN, THEIR CHILDREN AND THEIR BELOVED PETS FROM VIOLENT HOUSEHOLDS.



SPONSORSHIP OPPORTUNITIES

Sponsorship of the 2019 SafePet Ottawa Puttin' On The Ritz Ball is rewarded with the investment in a valuable market presence to our online community of 2,000+ followers and their networks, as well as a minimum 200 notable members of the Ottawa community you will have direct access to during our live evening.

We greatly appreciate the support your organization is able to provide our event, and there are a number of ways in which you can help SafePet by becoming a sponsor for this year's Ball:

BRONZE LEVEL SPONSORSHIP \$500

Brand presence in the form of:

- Your brand advertised through all of SafePet Ottawa's social media channels, in our e-newsletters and on our website leading up to and after the event.
- Special thanks for your commitment to SafePet through your sponsorship by the MC and Board Members throughout the live hosting of the event.
- You may supply one business card to be deposited into each gift bag.
- **2 x VIP Tickets** to the Ball with guaranteed prime seating within the first two rows of tables. You will have the pleasure of being seated with SafePet Ottawa Board Members as well as fellow event sponsors.

SILVER LEVEL SPONSORSHIP \$1000

Everything included under the Bronze Sponsorship level, plus:

- Your logo will display more prominently than the Bronze level in our social media posts.
- You may supply one piece of marketing collateral to be deposited into each gift bag. Examples: business card, 8.5 x 11 folded brochure, pin/tag, free sample or other branded merchandise (Total items = 200).
- **4 x VIP Tickets** to the Ball with guaranteed prime seating within the first two rows of round tables.

GOLD LEVEL SPONSORSHIP \$2500

Everything included under the Silver Sponsorship level, plus:

- Your logo will display more prominently than the Bronze and Silver levels in our social media posts.
- You may supply as many pieces of marketing collateral into our attendees' gift bags as you desire.
- **6 x VIP Tickets** to the Ball with guaranteed prime seating within the first two rows of round tables.

EVENT TITLE SPONSORSHIP \$5000 - ONLY ONE AVAILABLE

Everything included under the Gold Sponsorship level, plus:

- You may supply as many pieces of marketing collateral into our attendees' gift bags as you desire
- **A 10-person VIP table** at the Ball with guaranteed prime seating within the first two rows of round tables.
- An opportunity to speak for 15 minutes on the topic of your choice during the event's dinner period, when you will have the undivided attention of 200+ members of the Ottawa community. You may speak to your shared passion for the work SafePet Ottawa does for the City and also voice your organization's role in the community.

Below: Photos taken during our 2ND Annual SafePet Ottawa Gin & Jazz Ball, 2017 at Sala San Marco Banquet Hall



GIFT BAG PRODUCT SPONSOR

As a gift bag sponsor, you can supply various sample-sized products to our gift bags leaving the event in the hands of our 200+ attendees.

- A minimum quantity of 200 is required for products you wish to donate, to ensure for even distribution. **Example: 75 small dog treats + 75 cat treats + 50 x retail coupons = 200 pieces.**
- You may fill each of the 200 bags with marketing collateral of your choice: business card, 8.5 x 11 folded brochure, pin/tag or other branded merchandise.
- We are also looking for non-pet-related goods, such as (but not limited to): candles, perfumes, lotions, cosmetics, chocolates & sweets, discount coupons, free trial vouchers and any other sample-sized products.

There will be an opportunity for anyone who does not wish to keep the goods within their gift bag to donate them to SafePet Ottawa, either during or after the event.

AUCTION ITEM DONATIONS

We are planning to host live and silent auctions as well as a raffle draw throughout the evening. Any donations large or small are instrumental for the success of this event, and are much appreciated.

Ideas for auction items:

- Sample / floor model products
- Gift cards & certificates
- Coupons (Buy One, Get One / 50% Off)
- Surprise Bags filled with an assortment of products
- Vintage liquors / wine / beer gift sets
- Artwork, original or prints
- Services (please provide a stack of business cards and a small tabletop display describing your services)
- Gourmet food items / gift baskets
- Jewelry and fine accessories for men and women
- Pet accessories / equipment for all animals

If you are interested in any of the SafePet Ottawa Ball sponsorship opportunities or if you wish to make a donation, please contact:

Dayna Desmarais
President, SafePet Ottawa

CALL LOCALLY (OTTAWA): 343-882-0108 | CALL TOLL-FREE: 866-848-8839

EMAIL: info@safepetottawa.com

Below: Guests enjoying our third annual Shine Through the Night Ball and being entertained by elegant ballroom dancers. (2018)

