



SAVE 'EM BY THE SEA CASINO NIGHT

# SPONSORSHIP LOOKBOOK

BE A **H A P** HERO

CELEBRATING 150 YEARS OF  
LIVESAVING WORK

HUMANE ANIMAL PARTNERS





## Patrick J. Carroll Chief Executive Officer

Dear Friends,

This year marks Humane Animal Partners' 150th anniversary of serving the community! Although our name changed following the merger of Delaware Humane Association (DHA) and Delaware SPCA last year, our history dates back to 1873. We would love to have your business join us as a partner during this exciting year!

On Thursday, September 21, 2023, we will host our second annual Save 'Em By the Sea Casino Night at Baywood Greens Ballroom to celebrate our 150th Anniversary and all that we've accomplished for the people and animals of Delaware. All funds raised will support our lifesaving mission and allow us to continue providing adoption and low-cost wellness and spay/neuter services for the next 150+ years!

By partnering with us for this year-long celebration and fundraising effort, your business will have exposure to thousands of animal lovers and potential customers in the months leading up to the evening, as well as acknowledgement at the event. Business supporters will also be included as sponsors at our other 2023 events. Please see the following pages for more information on sponsorship levels and benefits.

As Delaware's premier animal welfare organization and one of the first nonprofits in the state, the generosity of individuals and businesses in the community is critical to our success.

On behalf of Humane Animal Partners' staff, Board of Directors, and all the animals we serve, thank you for your consideration. We will follow up with you soon. In the meantime, if you have any questions, please reach out to Leigh McKinley, Director, Rehoboth Beach at [LMcKinley@hapde.org](mailto:LMcKinley@hapde.org).

You help us save lives, and we couldn't do this important work without you!

Gratefully,

A handwritten signature in black ink that reads 'Patrick Carroll'.

Patrick Carroll



Patrick with his pups, Casey (left) and Bixby (right).

# HAPPY TO MEET YOU.

Humane Animal Partners is committed to connecting people with animals, building strong relationships to better the community, and preventing cruelty to animals. These pillars are brought to life through programs that provide shelter and adoption for unwanted and homeless pets, reduce pet overpopulation through low-cost spay/neuter, and enable pet retention by providing low-cost veterinary services.

## **This year marks 150 years of Humane Animal Partners' service to the Delaware community!**

Our name changed last year when Delaware SPCA and Delaware Humane Association (DHA) merged, but our founding dates back to 1873.

By becoming a sponsor of Save 'Em By the Sea Casino Night, you are helping pave the way for many more years of lifesaving work, including animal adoption, low-cost spay/neuter services, and veterinary care.

### **LOW-COST SPAY/NEUTER**



HAP helps keep the population of cats and dogs more manageable to ensure fewer animals are left homeless.

### **LOW-COST WELLNESS**



Our experienced veterinary professionals provide high quality, compassionate care by appointment.

### **VACCINE CLINICS**



Pet vaccinations and micro-chipping are provided at all 3 locations. Dog licensing is also available.

### **PET FOOD PANTRY**



We assist struggling community members by providing free dog and cat food.

# OUR IMPACT



**12,000**  
ANNUAL VISITORS



**550**  
ANNUAL  
VET CLIENTS

**3,165 ANNUAL  
ADOPTIONS**

3,377 ANIMALS SAVED



**5,015**

**SPAY/NEUTERS**  
278 SPECIAL SURGERIES



**10,000 VOLUNTEER HOURS**

## WEB TRAFFIC



**52,000** monthly unique visitors  
**155,000** monthly sessions

## 2023 SIGNATURE EVENTS

### **Designer Bag Bingo at the Ballpark**

Wilmington - May 21, Daniel S. Frawley Stadium

### **Wags, Whiskers, & Wine**

Rehoboth Beach - June 10, Nassau Valley Vineyards

### **Save 'Em By the Sea Casino Night**

Rehoboth Beach - September 21, Baywood Greens

### **Fast and the Furriest 5K**

Wilmington - October 8, Rockford Park

### **150th Anniversary Gala**

Wilmington - November 16, Museum of Nature & Science



**44,000**

email subscribers



**35,000**

followers



**17,400**

followers



**6,000**

followers

SAVE 'EM BY THE SEA

# CASINO NIGHT

21  
SEPT

## Baywood Greens

The stunning backdrop of Baywood Greens' details stands out with 27 acres of man made ponds, and over 300,000 wildflowers, plants, shrubs, and trees. The view from the ballroom out over the greenery is guaranteed to leave a lasting impression.

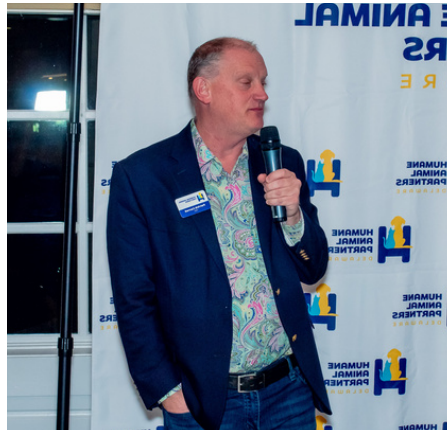
2267 Clubhouse Way Millsboro, DE 19966



## The Details

- Casino Games provided by Philly Casino Parties
- Live entertainment and dancing
- Delicious food and drinks
- Raffle baskets
- Silent auction
- Dress to impress!





## SUPPORT

Nearly 150 animal lovers came out last year to support HAP community services and animals in need. The evening was full of laughter, and a room filled with compassionate folks dedicated to supporting our mission.



## COMMUNITY

Special thanks to our incredible sponsors, our staff, volunteers, local businesses, and all HAP supporters who contributed to a special evening...this year will be one for the books!



## FUN

With live music, dancing, casino games, delicious food and drinks, raffle prizes and a silent auction, there's no shortage of fun at Save 'Em By the Sea.



# SPONSORSHIP BENEFITS



Sponsorships attract the attention of for-profit businesses because of your company's commitment to the nonprofit's mission.\*



Sponsorships offer public recognition of your business's connection with a cause, which may help businesses attract new customers or bolster your company's reputation.\*



Sponsorships increase visibility and brand recognition throughout the Delaware region all year long, not just at the big event.



Sponsorships enhance good-will and public recognition as a steadfast member of the HAP community.

\*According to National Council of Nonprofits



## Your support...

Helps save the lives of thousands of animals that come to HAP each year.

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Helps provide wellness clinics to our Delaware community pet owners.

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Ensures our weekly public spay/neuter services provide thousands of vital surgeries each year.

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Helps ensure our free pet food pantries are stocked full of food for pet owners in need.

# Jackpot! Event Lead Sponsor

Only  
1  
available

- Company name as lead sponsor of the event (i.e. "HAP Celebrates 150 yrs" Save 'Em by the Sea: Presented by Your Company)
- Mention as lead sponsor on press release announcing event
- Mention as lead sponsor on event sponsorship signage
- Mention as lead sponsor on all promotional materials (website, e-blasts, etc.)
- Dedicated social media recognition as lead sponsor with tag to your Facebook and Instagram
- Sponsorship Acknowledgement of the Dance Floor
- Lead sponsor acknowledgment during announcements
- Option to speak at event
- Reserved Dining Table
- Proud HAP supporter sticker
- Your company card and/or promotional item(s) included in swag bag handed to all guests (must be provided by your company)
- Thank you in post-event email and press release
- 10 tickets to the event
- Name included as a Portfolio of Partners supporter and acknowledgment at other HAP events: Designer Bag Bingo (5/21), Wags, Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)

**\$12,500**



# Royal Flush Sponsor



- Flush - \$6,000 - 2 available
- Name/logo on event sponsorship signage
- Name/logo on promotional materials (website, e-blasts, etc.)
- Dedicated social media recognition with tag to your Facebook and Instagram (if applicable)
- Sponsorship Acknowledgement of a Stationary Food table
- Supporting sponsor acknowledgment during announcements
- Reserved Dining Table
- Proud HAP supporter sticker
- Your company card and/or promotional item(s) included in swag bag handed to all guests (must be provided by your company)
- Thank you in post-event email and press release
- 8 tickets to the event
- Name included as a Portfolio of Partners supporter and acknowledgment at other HAP events: Designer Bag Bingo (5/21), Wags, Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)

**\$6,000**

# Full House Sponsor

Only  
1  
remaining

- Name/logo on event sponsorship signage
- Name/logo on promotional materials (website, press releases, e-blasts, etc.)
- Social media mention on Facebook & Instagram
- Sponsorship Acknowledgement of the Dessert table or Raw Bar
- Supporting sponsor acknowledgment during announcements
- Thank you in post-event letter press release
- Proud HAP supporter sticker
- 6 tickets to the event
- Name included as a Portfolio of Partners supporter and acknowledgment at other HAP events: Designer Bag Bingo (5/21), Wags, Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)

**\$3,000**

# Lucky Craps Sponsor



Only  
1  
available

- Name/logo on promotional materials (website, e-blasts, etc.)
- Social media mention on Facebook or Instagram
- Name/logo at Craps table
- Sponsor acknowledgment during announcements
- Proud HAP supporter sticker
- 4 Tickets to the event
- Name included as a Portfolio of Partners supporter and acknowledgment at other HAP events: Designer Bag Bingo (5/21), Wags, Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)

**\$2,000**

# Double Roulette Sponsor

- Name/logo on promotional materials (website, e-blasts, etc.)
- Social media mention on Facebook or Instagram
- Name/logo at Roulette table
- Sponsor acknowledgment in announcements
- Proud HAP supporter
- 4 Tickets to the event
- Name included as a Partners supporter and acknowledgment on all HAP events: Designer Bag Bingo (5/21), Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)

**SOLD  
OUT!**

**\$2,000**

## Big 6 Wheel Sponsor

- Signage at Big 6 Wheel table
- 2 Tickets to the event
- Proud HAP supporter sticker



**\$600**

## Poker Sponsor

- Signage at Poker table
- 2 Tickets to the event
- Proud HAP supporter sticker



**\$600**

## Blackjack Sponsor

- Signage at one Blackjack table
- 2 Tickets to the event
- Proud HAP supporter sticker



**\$600**

# Portfolio of Partners

- 12-month promotion on our website
- Mention as supporting sponsor on Facebook page
- Name included as a Portfolio of Partners supporter at other HAP events: Designer Bag Bingo (5/21), Wags, Whiskers, & Wine (6/10), Casino Night (9/21), and Fast & the Furriest 5K (10/8), 150th Anniversary Gala (11/16)



**PORTFOLIO**  
OF *partners*

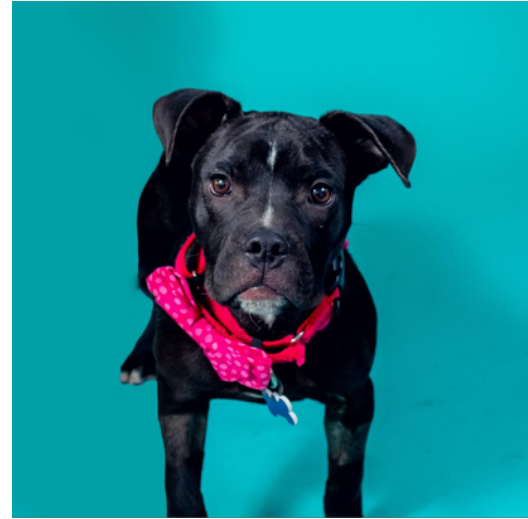
\*Note that any business that donates \$1,000 or more will be recognized as a Portfolio of Partners supporter all year long.

**\$1,000**

## New Castle County & Individual Sponsorships



If interested in a New Castle County-specific event sponsorship opportunities, including our 150th anniversary gala, please contact Kate Callihan, Director of Philanthropy, at [kcallihan@hapde.org](mailto:kcallihan@hapde.org).



**Happy to  
have your  
support!**

## **Contact**

**Phone** (302) 200-7159

**Website** [www.humaneanimalpartners.org](http://www.humaneanimalpartners.org)

**Email** Leigh McKinley, Director of Rehoboth Beach  
[Lmckinley@hapde.org](mailto:Lmckinley@hapde.org)

**Address** 18675 Coastal Highway Rehoboth Beach, DE 19971  
455 Stanton Christiana Rd. Newark, DE 19713  
701 A St. Wilmington, DE 19801

# HAPPIER TOGETHER

Celebrating 150 years of lifesaving work



**Save 'Em By the Sea Casino Night  
150th Anniversary Celebration**

**September 21, 2023**

**BAYWOOD GREENS**