

LIFELINE ANIMAL PROJECT'S

good
human



Gala

Featuring the Good Human Awards
honoring Atlanta's leaders in animal welfare

Saturday, April 30, 2022 at 6:30pm
Fernbank Museum of Natural History

Hosted by

Craig Koch

Founder & CEO, WAG-A-LOT

Vern Yip

HGTV + TLC Designer and Host

≡ Join us in celebrating our 20th anniversary! ≡

"We are thrilled to honor Atlanta's leaders in animal welfare for their commitment to lifesaving, for their exceptional work and for their inspiration to others in the animal lifesaving community. We look forward to this inaugural gala and hope you will join us for our 20th anniversary celebration."

—Rebecca Guinn, Founder and CEO



LifeLineAnimal.org/goodhuman



About the Good Human Gala

Supporting LifeLine's Work

By attending or becoming a corporate or individual sponsor of the inaugural Good Human Gala, you will provide critical financial support of LifeLine's work on behalf of Atlanta's neediest pets, both inside and outside the shelters. It is our hope that the event will create an important new source of revenue to further expand the organization's impact.

LifeLine is an efficient and capable steward of charitable contributions in support of our work, putting 92 cents of every dollar raised in 2020 to direct use in caring for this community's most at-risk dogs and cats.

Sponsorship Impact

Be a part of a LifeLine's inaugural event celebrating Atlanta's inspirational leaders in animal welfare! Join together with more than 250 guests, including Atlanta business leaders and influencers, pet services industry executives and committed animal lovers. Your brand will also receive exposure in front of additional LifeLine audiences, including over 260K social media platform subscribers and 29.5 million impressions (in 2020), 35,000 e-newsletter subscribers and 33,000 monthly website visitors. Additionally, sponsorship-level supporters will be featured in the press release announcement and receive exposure via media placements. We hope you'll join us in honoring Atlanta's animal lifesaving heroes!

About LifeLine

Founded in 2002, LifeLine Animal Project is a 501(c)(3) non-profit organization based in Atlanta, Georgia. LifeLine is celebrating 20 years of lifesaving in the Atlanta community. From the very beginning, we have worked to assess the needs of our city's animal welfare community and provide innovative, strategic resources in support of our mission to end shelter euthanasia of homeless animals.

LifeLine manages the Fulton and DeKalb County shelters, the two largest open-admission facilities in metro Atlanta, and has increased adoptions at both by over 300%. In late 2019, we opened the LifeLine Community Animal Center, home to a premiere adoption center and a full-service, low-cost veterinary clinic to help make pet care accessible to all.

As the largest animal welfare organization in Georgia, we provide services to over 40,000 animals annually both within our shelters and via our extensive community outreach programming. With a longstanding focus on the importance of providing access to affordable spay/neuter services, we have performed nearly 150,000 free and low-cost spay/neuter surgeries. Please visit LifeLineAnimal.org or follow LifeLine on Facebook and Twitter to learn more.



Sponsorship Opportunities

Title Sponsor \$25,000

- Twenty seats (two tables) with VIP seating at the gala
- Featured post, including sponsor's logo, on the LifeLine Animal Project Facebook page, which has over 50,000 followers
- Sponsor recognition by the event emcee
- Full-page advertisement in the program book
- Featured two-minute address to the audience at the event
- Informational table in the pre-function area
- Logo inclusion in all event collateral
- Top logo placement on sponsor signage at the event
- Prominent logo inclusion on 2022 Good Human Gala website
- Informational post about your company on the 2022 Good Human Gala Facebook page

Presenting Sponsor \$10,000

- Reserved table for ten with prime seating at the gala
- Featured post, including sponsor's logo, on the LifeLine Animal Project Facebook page, which has over 50,000 followers
- Sponsor recognition by the event emcee
- Full-page advertisement in the program book
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Recognition as a leading event sponsor in all pre-and-post-event media
- Logo inclusion on the 2022 Good Human Gala website
- Informational post about your company on the 2022 Good Human Gala Facebook page

Individual Award Sponsor \$7,500

- Reserved table for ten with prime seating at the gala
- Sponsor recognition by the event emcee
- Half-page ad in the program book
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Mention as an event sponsor in all pre-and- post-event advertisements and press releases
- Logo inclusion on the 2022 Good Human Gala website
- Informational post about your company on the 2022 Good Human Gala Facebook page

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Gala Tables and Tickets

Premium Table \$5,000

- Ten seats for the gala
- Half-page ad in the program book
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Event sponsor recognition in all pre-and- post-event media
- Logo inclusion on the 2022 Good Human Gala website

Patron Table \$2,500

- Eight seats for the gala
- Logo inclusion in program book
- Logo placement on sponsor signage at the event

Individual Ticket \$250

2022 Good Human Gala Program Ads

- Full-page ad \$500
- Half-page ad \$300

Auction Support

Spotlight your company's products or services by donating items of value to our silent auction. With donated item(s) valued at \$250 or more, your logo will be displayed with your item(s), gaining valuable exposure to event attendees.



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