

good
human



Gala



3RD ANNUAL GOOD HUMAN GALA
SPONSORSHIP PACKET



Saturday, April 26, 2025
THE EASTERN
777 Memorial Drive SE, Atlanta GA 30316

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ABOUT LIFELINE



FOUNDED IN 2002, LIFELINE ANIMAL PROJECT IS A 501(C)(3) NON-PROFIT ORGANIZATION BASED IN ATLANTA, GEORGIA. LifeLine has saved the lives of vulnerable animals in the Atlanta community for over 21 years. 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 premier 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 providing access to affordable spay/neuter services, we have performed hundreds of thousands of free and low-cost surgeries to date, including for stray and feral cats through our community cat program—metro Atlanta's first and largest trap-neuter-return assistance initiative.

Please visit [LifeLineAnimal.org](https://www.lifelineanimal.org) or follow LifeLine on [Facebook](#) and [Instagram](#) to learn more.

LIFELINE'S IMPACT:

LifeLine Animal operates the first and largest trap-neuter-return (TNR) program in metro Atlanta, helping thousands of community cats live healthier lives while reducing overpopulation!

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ABOUT THE EVENT

The Good Human Gala celebrates and honors the individuals and organizations who have made significant contributions to the community, particularly in the realm of animal welfare and rescue. Hosted by LifeLine Animal Project, this gala is not just a fundraiser—it's a recognition of the kindness, compassion, and dedication that drive meaningful change.

Attendees will enjoy an evening of fine dining, entertainment, and inspiring stories, all while supporting our mission to protect and care for animals in need.

SPONSORSHIP IMPACT: Your strategic partnership with LifeLine Animal Project will provide essential care and support to thousands of vulnerable animals every year, laying the groundwork for a brighter future. This celebration helps extend LifeLine's mission-critical work to every corner of Atlanta, making a lasting impact on pets and people across the city.

By sponsoring this event, you'll reach a passionate and dedicated audience of loyal supporters, enhancing your brand visibility while showcasing your commitment to LifeLine Animal Project and the animals we serve.



LIFELINE'S IMPACT:

In 2024, LifeLine's foster team successfully rehomed the now-famous @famousmisspeaches!

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OUR REACH



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SPONSORSHIP LEVELS & BENEFITS

As a sponsor, you will be well-marketed and benefit from the following:

- Access to our diverse demographic in terms of gender, age, ethnicity, education and income
- Inclusion in our social networking initiatives—Facebook, Twitter, YouTube, LinkedIn, and TikTok—accumulating over 352K followers.
- Inclusion in all printed materials regarding this event (date restrictions apply), including our invitation that we mail to 3,500 households.
- For qualifying sponsors, logo promotion on the LifeLine Animal Project website, which attracts thousands of visitors daily.

	TITLE SPONSOR	PRESENTING SPONSOR	AWARD SPONSOR	PREMIUM TABLE	PATRON TABLE	Individual Ticket
	\$25,000	\$12,000	\$8,500	\$6,000	\$3,000	\$300
PRE EVENT BENEFITS	Recognition and Link on Event Webpage	Logo	Logo	Logo	Name	
Social Media Shout-Out	Individual post	Individual post	Individual post			
Recognition in Event Invitation Emails (date restrictions apply)	x	x	x	x		
Recognition in all pre and post event media	x	x	x	x		
EVENT DAY BENEFITS						
Tickets/Seats	20	10	10	10	8	1
Ad in the digital Event Program	Full-page	Full-page	Half-page	Half-page		
Inclusion on Event Signage	Logo	Logo	Logo	Name	Name	
Recognition in Event Program	x	x	x	x	x	
Sponsor recognition by the event Host	x	x	x			
Shout-Out From LifeLine CEO Event Remarks	x					
Option for activation area during cocktail reception	x					
YEAR-ROUND BENEFITS						
Recognition on Good Human Gala Webpage	x	x	x	x	x	
Option to Include Promo Ad in Adoption Packets	x	x				

For more information about sponsorship opportunities, contact
Jordan Marsh, Director of Special Events & Sponsorships: jmarsh@lifelineanimal.org



SPONSORSHIP LEVELS & BENEFITS

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 58,000 followers
- Sponsor recognition by the event emcee
- Full-page advertisement in the digital event program
- 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 2024 Good Human Gala website
- Informational post about your company on the 2024 Good Human Gala Facebook page

Presenting Sponsor \$12,000

- 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 58,000 followers
- Sponsor recognition by the event emcee
- Full-page advertisement in the digital event program
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Logo inclusion on the 2024 Good Human Gala website
- Informational post about your company on the 2024 Good Human Gala Facebook page

Individual Award Sponsor \$8,500

- Reserved table for ten with prime seating at the gala
- Sponsor recognition by the event emcee
- Half-page ad in the digital event program
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Logo inclusion on the 2024 Good Human Gala website
- Informational post about your company on the 2024 Good Human Gala Facebook page

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TABLES AND TICKETS

Premium Table \$6,000

- Ten seats for the gala
- Half-page ad in the digital event program
- Logo inclusion in all event collateral
- Logo placement on sponsor signage at the event
- Logo inclusion on the 2024 Good Human Gala website

Patron Table \$3,000

- Eight seats for the gala
- Half-page ad in the digital event program
- Logo placement on sponsor signage at the event

Individual Ticket \$300

- Admission/seating to the Good Human Gala for one

Good Human Gala Digital Program Advertisements

In an effort to be environmentally friendly, all event programs will be digital. Links to company web page can be embedded into the digital ad.

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



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