

good
human

Gala

4TH ANNUAL GOOD HUMAN GALA
SPONSORSHIP PACKET



Saturday, April 25, 2026
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 Project 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 is Atlanta's premier celebration of compassion. Hosted by LifeLine Animal Project, the Gala honors individuals and organizations whose generosity and leadership make a life-saving difference for pets and people across our city.

On **Saturday, April 25, 2026, at The Eastern**, more than 350 guests will gather for an inspiring evening of fine dining, entertainment, and moving stories of impact.

Your partnership ensures that this night is more than a celebration, but a catalyst for lasting change for Atlanta. Together, we will expand access to veterinary care, increase adoptions, and provide critical resources for Atlanta's most vulnerable animals.

SPONSORSHIP IMPACT

By sponsoring the Good Human Gala, you are aligning your brand with one of Atlanta's most trusted nonprofit organizations. LifeLine Animal Project cares for over 40,000 animals annually through shelter services, adoption, spay/neuter programs, and community outreach.

Your support directly fuels:

- **Expanded lifesaving care** – funding medical treatment, spay/neuter surgeries, and adoption services.
- **Community outreach** – keeping pets with the families who love them by offering resources like food, supplies, and affordable vet care.
- **Sustainable change** – helping Atlanta become a city where every healthy and treatable pet has a home.



Sponsorship provides high-value visibility and engagement opportunities, while demonstrating your company's commitment to compassion and community leadership.

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OUR REACH

132M+ annual social media reach across Facebook, Instagram, TikTok, YouTube, and LinkedIn

221K Facebook, **108K** Instagram, and **40K** TikTok followers (and growing)

3.2M website pageviews in 2024

86K+ Email Subscribers (Current active email subscribers 86,128)

10,800 pet adoptions in 2024

2,500+ active volunteers engaged with LifeLine programs

Sponsors receive exposure to a passionate audience of animal lovers, community leaders, and socially conscious consumers.

EVENT DEMOGRAPHICS

• **350+** attendees including corporate executives, philanthropists, entrepreneurs, and community leaders

• Average household income: **\$150K+**

• Strong representation from Atlanta's corporate, civic, and social sectors

• Pet owners / animal advocates

• Majority live in metro Atlanta neighborhoods including Inman Park, Decatur, Virginia-Highland, and Buckhead

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SPONSORSHIP LEVELS & BENEFITS

Presenting Sponsor | \$25,000

Exclusive recognition as Presenting Sponsor in all promotional and event materials

- Two VIP tables (up to 20 seats total) with premier placement
- Prominent logo placement on step-and-repeat
- Full-page ad in the digital event program with clickthrough link to your website
- Dedicated multi-post social media campaign and recognition in gala email blasts (Up to 3 posts)
- Inclusion in gala press release and media outreach
- Opportunity to give brief remarks during the program
- Option to submit a 15-second sponsor video to be played during the gala program (must be received by March 31)
- Sponsor-branded activation during cocktail reception
- Post-event recognition
- Logo inclusion in mailed invitation (deadline: January 10)
- Logo featured in event signage
- Logo featured on event website with a clickthrough link

Champion Sponsor | \$15,000

- One table for up to 10 guests with premier placement
- Prominent logo featured in event collateral, signage, and digital platforms
- Full-page ad in the digital program with clickthrough link to your website
- Featured sponsor spotlight on social media and website
- Sponsor-branded activation during cocktail reception
- Recognition by emcee during the program

After Party Sponsor | \$15,000

Exclusive branding tied to the gala's grand finale celebration

- One table for up to 10 guests with premier placement
- Recognition as the exclusive After Party Sponsor in all event materials
- Custom brand integration at the After Party (e.g., branded cocktail napkins, drink menus, bar signage, or DJ shout-outs)
- Logo placement at After Party entrance and stage backdrop
- Full-page ad in the digital program with clickthrough link to your website
- Dedicated social media feature post highlighting After Party sponsorship
- Emcee recognition during After Party kick-off
- Opportunity to create a signature cocktail or sponsor photo booth experience
- Logo featured in event signage
- Logo featured on event website with a clickthrough link

Award Sponsors | \$8,500

Align your brand with honorees and moments of recognition

- One table for up to 10 guests
- Full-page ad in digital program
- Logo featured in event signage
- Logo featured on event website with a clickthrough link
- Recognition by emcee during honoree presentation

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TABLES & INDIVIDUAL TICKETS

Steward Table Hosts | \$6,000

- One table for up to 10 guests
- Full-page ad in digital program
- Individual name or business logo featured in event collateral and signage

Patron Table Hosts | \$3,000

- One table for up to 8 guests
- Half-page ad in digital program
- Individual/Business name featured in event collateral and signage (no logo)

Individual Ticket | \$300

- Single admission to the Good Human Gala



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

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Benefit	Presenting Sponsor (\$25,000)	Champion Sponsor (\$15,000)	After Party Sponsor (\$15,000)	Award Sponsor (\$8,500)	Steward Table Host (\$6,000)	Patron Table Host (\$3,000)
VIP Tables / Seats	2 VIP tables (20 seats)	1 VIP table (10 seats)	1 table (10 seats)	1 table (10 seats)	1 table (10 seats)	8 seats
Premier Placement	✓	✓	✓	✓	✓	—
Logo in Event Collateral & Signage	✓ Prominent placement	✓ Prominent placement	✓ At After Party & signage	✓	✓	✓ (name only - no logo)
Logo on Step-and-Repeat	✓	—	—	—	—	—
Ad in Digital Program	Full-page	Full-page	Full-page	Full-page	Full-page	Half-page
Social Media Recognition	Spotlight post + tag	Spotlight post + tag	Dedicated After Party feature post	Group thank-you post	—	—
Inclusion in Email Marketing	✓	✓	✓ (After Party mention)	—	—	—
Inclusion in Press Release	✓	✓	✓	—	—	—
Recognition During Program	CEO remarks + emcee	Emcee recognition	After Party emcee mention	Emcee during honoree presentation	—	—
Option to Submit Video	✓ 15-second video	—	—	—	—	—
Speaking Opportunity	3 minute remarks	—	—	—	—	—
Branded Activation Opportunity	Cocktail reception activation	Cocktail reception activation	After Party bar activation	—	—	—
Post-Event Recognition	✓ newsletter	✓ newsletter	✓ newsletter	✓ newsletter	—	—
Exclusivity	Exclusive category	—	Exclusive After Party sponsor	—	—	—

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PAST SPONSORS

LifeLine is proud to have earned the support of community-minded companies who share our mission to make Atlanta a lifesaving city for pets.

Previous Good Human Gala and LifeLine Sponsors Include:

- Anisa International
- Boehringer Ingelheim
- Evans General Contractors
- Tito's Handmade Vodka
- Tower Beer, Wine & Spirits
- WAG-A-LOT

JOIN US

Join us in shaping a more compassionate Atlanta.

To guarantee full sponsor benefits, please confirm your commitment by **March 1, 2026**.

For sponsorship inquiries, contact:

Jordan Marsh, Director of Special Events & Sponsorships

jmarsh@lifelineanimal.org

