

L'Auberge Casino and Hotel

April 13, 2024



2024

Sponsorship Packet



Benefiting Companion Animal Alliance of Baton Rouge
Furballbr@caabr.org - FurballBR.org



About Companion Animal Alliance

Companion Animal Alliance was founded in 2010 by a group of advocates who had a passion for animal welfare in the Baton Rouge area and a vision to increase the save rate of animals in our community. Companion Animal Alliance operates as the only open-intake animal shelter in East Baton Rouge Parish, caring for more than 9,000 animals each year including cats, dogs, wildlife, livestock, and other exotic house-pets. Our mission is to reduce the number of animals entering shelters, increase spay/neuter efforts, treat animals in our care humanely, find forever homes, and return lost pets to their owners.

CAA takes steps to ensure that we are offering as many programs as possible to benefit our shelter and its community. Some of these include our Pets for Life program, which offers free veterinary care to pet owners living in underserved communities; our transport program, which placed 751 pets across the country in 2023; our TNR community cat program, foster program, summer camps, and so much more. Our goal is to save every animal we can!



81%
save rate
in 2023

Companion Animal Alliance
2550 Gourrier Avenue
Baton Rouge, Louisiana 70820

501C3 Organization
Federal Tax ID: #27-1204719

Learn more at CAABR.org





About Furball

Baton Rouge's Premier Pet Friendly Gala
Saturday, April 13, 2024

6:30pm - 10:30pm | Black Tie Optional
L'AUBERGE CASINO and HOTEL

Silent Auction | Live Auction | Entertainment
Cocktails and Hors d'Oeuvre | "Pawty" Pics

Pet check available upon arrival for your pet to get pampered!

Tickets

\$200 Individual Ticket*

\$375 Couples Ticket*

\$250 Runway Seat Ticket (available
after March 20)

\$100 Pet Ticket (Limited availability)

*Ind. and Couples tickets do not have
reserved seating

Tables

\$2500 Premium Table - BEST VALUE

Limited availability - First two rows of tables

- 12 total tickets (8 top premium table, 4
runway seats, and 1 pet ticket)

\$2000 Reserved Table

- 10 total tickets (8 top reserved table and 2
runway seats)

\$800 Cocktail Table

Limited availability

- 4 total tickets (1 reserved bistro table along
the perimeter of the room)



Over \$1 million
raised for the
animals of Baton
Rouge!

All the proceeds from Furball go directly to CAA to support their life saving efforts. To make a donation of any amount, visit our website FurballBR.org, CAAbr.org or contact Morgan Talluto at Morgant@caabr.org

SPONSORSHIP OPPORTUNITIES

Presenting Title Sponsor

SOLD

\$50,000 | 1 AVAILABLE

- Brand name or logo prominently featured as “presented by” on the stage and Furball event logo
- Photobooth photos with “presented by” brand name/logo and Furball event logo
- Brand name or logo featured on all event materials
- Full-page ad in the event program
- Recognition during the event presentation
- Inclusion in press releases, all media and promotional ads, emails, and event signage
- Brand name or logo on event landing page with hyperlink
- Brand name or logo on sponsor slide presentation playing throughout the event
- Company banners can be displayed at the event if desired, along with additional merch items on tables
- Customized collaborative social media posts in addition to recurring branded content opportunities
- 3 Premium Tables (36 people tickets, 6 additional dog tickets)
- 8 Tribute Keepsakes for the Honor Wall
- Additional customization is available upon request

Honor Wall Sponsor

SOLD

\$25,000 | 1 AVAILABLE

- Brand name or logo featured at the entrance for the Honor Wall
- Brand name or logo featured on all event materials
- Full-page ad in the event program
- Brand recognition during the event presentation
- Brand name or logo on press release listings, media and promotional ads, emails, and event signage
- Brand name or logo on event landing page with hyperlink
- Brand name or logo on sponsor slide presentation playing throughout the event
- Customized collaborative social media post in addition to recurring branded content opportunities
- 2 Premium Tables (24 people tickets, 4 dog tickets)
- 6 Tribute Keepsakes for the Honor Wall

Grand Champion Platinum Sponsor

Choose one of the following:

\$15,000 | Bottle Bar Sponsor

2 AVAILABLE | Stage Sponsor

- Brand name or logo featured on bottle bar or stage
- Brand name or logo featured on all event materials
- Half-page ad in the event program
- Brand recognition during the event presentation, media and promotional ads, emails, and event signage
- Brand name or logo feature on event landing page with hyperlink
- Brand name or logo on sponsor slide presentation playing throughout the event
- Brand name or logo featured on social media posts
- 1 Premium Table (12 people tickets, 2 dog tickets)
- 5 Tribute Keepsakes for the Honor Wall

SPONSORSHIP OPPORTUNITIES

Grand Champion Gold Sponsor

Choose one of the following:

\$10,000 | Runway Sponsor (1/2 SOLD), Main Bar Sponsor,

5 AVAILABLE | Main Food Table sponsor, or ~~Top Dog Award~~

- Brand name or logo prominently featured on sponsor selection from the list above
- Brand name or logo featured on all event materials
- Half-page ad in the event program
- Brand recognition during the event presentation, media and promotional ads, emails, and event signage
- Brand name or logo feature on event landing page with hyperlink
- Brand name or logo on sponsor slide presentation playing throughout the event
- Brand name or logo featured on a social media post
- 1 Premium Table (12 people tickets, 1 dog)
- 4 Tribute Keepsakes for the Honor Wall

Grand Champion Silver Sponsor

Choose one of the following:

\$5,000 | Pink Carpet, Ballroom, Ballroom Bar Sponsor (2), Dessert

8 AVAILABLE | Table, Charcuterie Table, Late Night Snack, or Photobooth

- Brand name or logo prominently featured on sponsor selection from the list above
- Brand name or logo featured on select promotional materials, emails, event signage, and event landing page
- Quarter-page ad in the event program
- Brand name or logo on sponsor slide presentation playing throughout the event
- Brand name included in a social media post
- 1 Regular Table (10 people tickets)
- 2 Tribute Keepsakes for the Honor Wall

Best in Show Sponsor

Choose one of the following:

\$2,500* | ~~Party Cups (2), Glow Sticks (2), Doggy Bags (2),~~

16 AVAILABLE | Hydration Station, Wi-Fi Access, Pet Check, or Safe Ride (Lyft Discount), Koozies (2), Flip Flops, ~~Auction Paddle,~~ Top Table Award, ~~Drink Stirrers~~

- Brand name or logo prominently featured on sponsor selection from the list above
- Brand feature on select promotional materials, emails, event signage, and event landing page
- Quarter-page ad in the event program
- Brand name or logo on sponsor slide presentation playing throughout the event
- Brand name included in a social media post
- 1 Regular Table (10 people tickets)
- 2 Tribute Keepsakes for the Honor Wall

Cost of items not included in sponsorship. Items must be purchased, with Furball collaboration, in addition to sponsorship.

SPONSORSHIP OPPORTUNITIES

Friends of Furball

\$1,000 | UNLIMITED

- Name feature on select promotional materials, emails, event signage, and event landing page
- Name listed on event program
- Name listed on social media post
- Name listed on sponsor slide presentation playing throughout the event
- 2 tickets for available seats at a regular table
- 1 Tribute Keepsake for the Honor Wall

Custom Sponsor

Want to customize a sponsorship that fits your brand specifically? We can do that! Please email Morgant@caabr.org.

Tickets, Tables, and More...

Tables

\$2500 Premium Table - BEST VALUE

Limited availability - First two rows of tables

- 12 total tickets (8 top premium table, 4 runway seats, and 1 pet ticket)

\$2000 Reserved Table

- 10 total tickets (8 top reserved table and 2 runway seats)

\$800 Cocktail Table

Limited availability

- 4 total tickets (1 reserved bistro table along perimeter of the room)

Program Ads

\$250 Quarter Page

\$500 Half Page

\$1,000 Full Page

Tickets

\$200 Individual Ticket*

\$375 Couples Ticket*

\$250 Runway Seat Ticket (available after March 20)

\$100 Pet Ticket (limited availability)

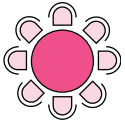
*Ind. and Couples tickets do not have reserved seating

Honor Wall Keepsakes

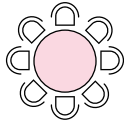
\$50 - We honor all fur babies, family members and friends, past and present, with keepsakes that can be purchased on the Furball website. These keepsakes are displayed on our Honor Wall at the entrance to the event and will be available to take home at the end of the night.

All the proceeds from Furball go directly to CAA to support their life saving efforts. To make a donation in any amount visit our website FurballBR.org, CAAbr.org or contact Morgan Talluto at Morgant@caabr.org

BALLROOM SEATING



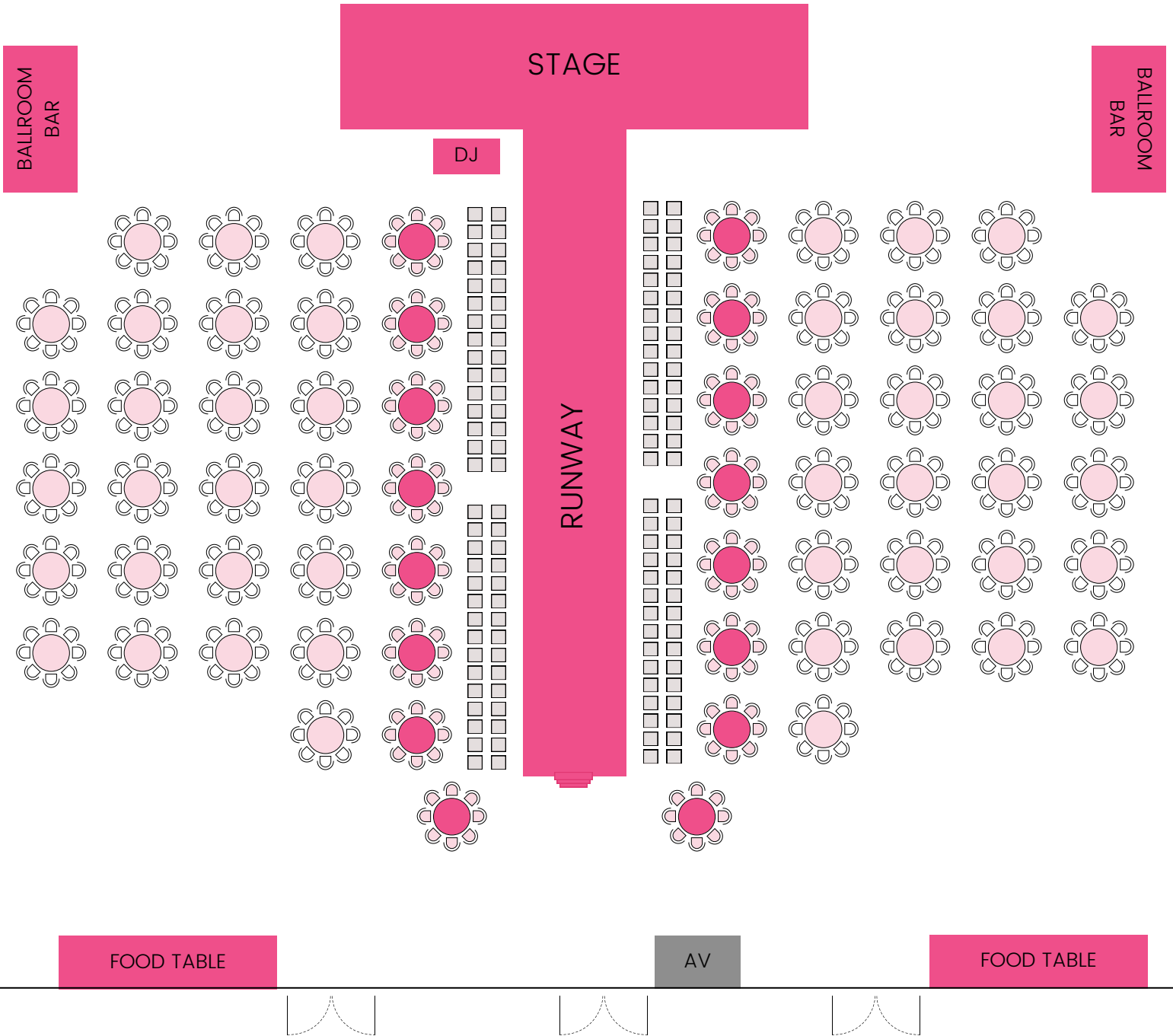
PREMIUM
TABLE



RESERVED
TABLE



RUNWAY SEAT



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SPONSORSHIP FORM

Level:

- \$50,000 Presenting Title Sponsor
- \$25,000 Honor Wall Sponsor
- \$15,000 Grand Champion Platinum Sponsor
please circle your preferred sponsorship
Bottle Bar Sponsor | Stage Sponsor
- \$10,000 Grand Champion Gold Sponsor
please circle your preferred sponsorship
Runway Sponsor (1/2 SOLD) | Main Bar Sponsor
Main Food Table Sponsor | ~~Top Dog Award~~
- \$5,000 Grand Champion Silver Sponsor
please circle your preferred sponsorship
Pink Carpet | Ballroom
Ballroom Bar (2) | Charcuterie Table
Dessert Table | Late Night Snack | Photobooth
- \$2,500 Best In Show Sponsor
please circle your preferred sponsorship
~~Party Cups (2)~~ | ~~Glow Sticks (2)~~ | ~~Doggy Bags (2)~~
Hydration Station | Wi-Fi Access
Pet Check | Safe Ride (Lyft Discount)
Koozies (2) | Flip Flops | ~~Auction Paddle~~
Top Table Award | Drink Stirrers
- \$1,000 Friends of Furball

Contact:

organization/brand name (as you would like it to appear on all promotional materials)

contact name

contact title

billing address

city / state / zip code

phone number

email address



Please scan the QR code to purchase sponsorship, tables, or tickets for card payments, or send this completed sponsorship form with a check made payable to CAA Furball to:

2550 Gourrier Ave. Baton Rouge LA 70820

For maximum benefits, sponsorships should be secured by March 21, 2024

Furball 2024 is organized by Companion Animal Alliance (501c3). Donations should be made to Companion Animal Alliance and may be eligible for tax deduction. Please consult your tax advisor for more information. CAA's federal tax ID number is 27-1204719.

Thank you for donating to Companion Animal Alliance's annual Furball.