



MERCY FOR  
ANIMALS

# ANNIVERSARY GALA

CELEBRATING 25 YEARS OF MERCY FOR ANIMALS'  
GLOBAL IMPACT FOR FARMED ANIMALS

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ROLLING GREENS ON MATEO | LOS ANGELES | APRIL 20, 2024









## ABOUT US

### TWENTY-FIVE YEARS OF INSPIRING COMPASSION AND ENDING CRUELTY

Our mission is to end industrial animal agriculture by constructing a just and sustainable food system.

Imagine a world free of cruelty, a world in which we nurture our bodies, minds, and spirits with wholesome, healthy food that is kind to animals and sustainable for our planet. Mercy For Animals believes this world is possible. In fact, it is inevitable if we work together to elevate humanity to its full potential.

In 2024, we will celebrate 25 years of fighting to protect farmed animals. From factory farms to corporate boardrooms, courts of justice to courts of public opinion, Mercy For Animals is there to speak up against cruelty and for a global transition to an animal-free food system.



INVESTIGATIONS



PUBLIC ENGAGEMENT



GOVERNMENT AFFAIRS  
AND PUBLIC POLICY



GLOBAL ENGAGEMENT



CORPORATE ENGAGEMENT



LEGAL

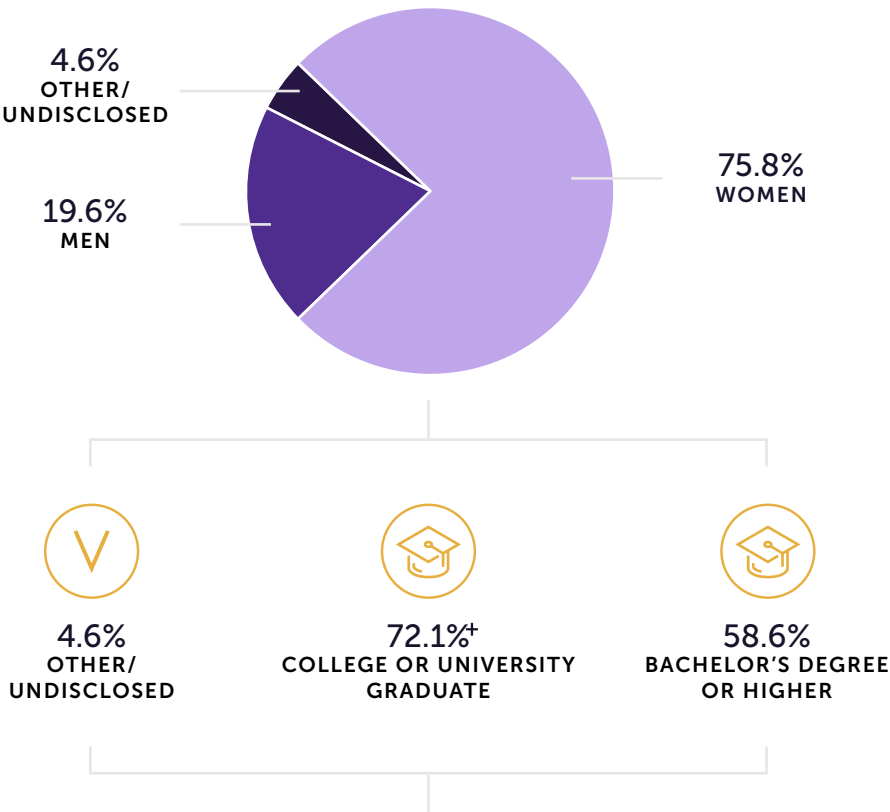


ORGANIZING



OUR REACH

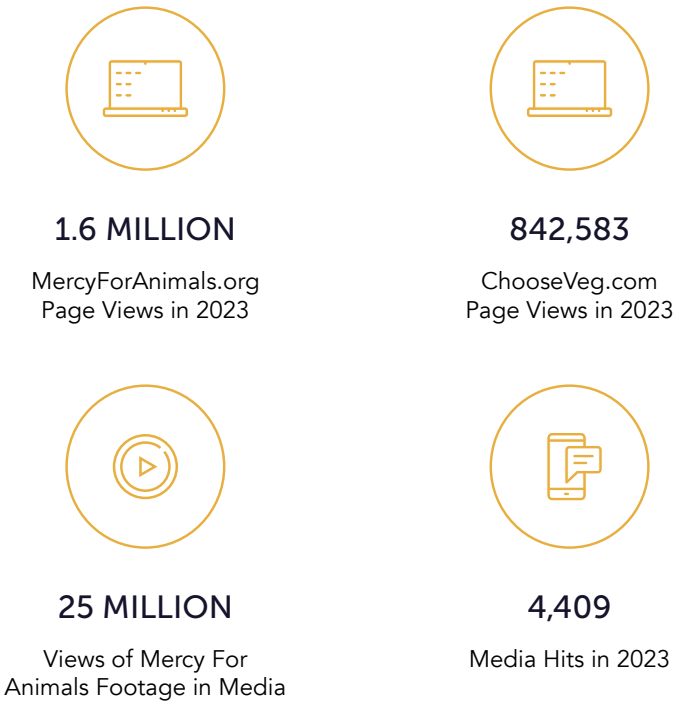
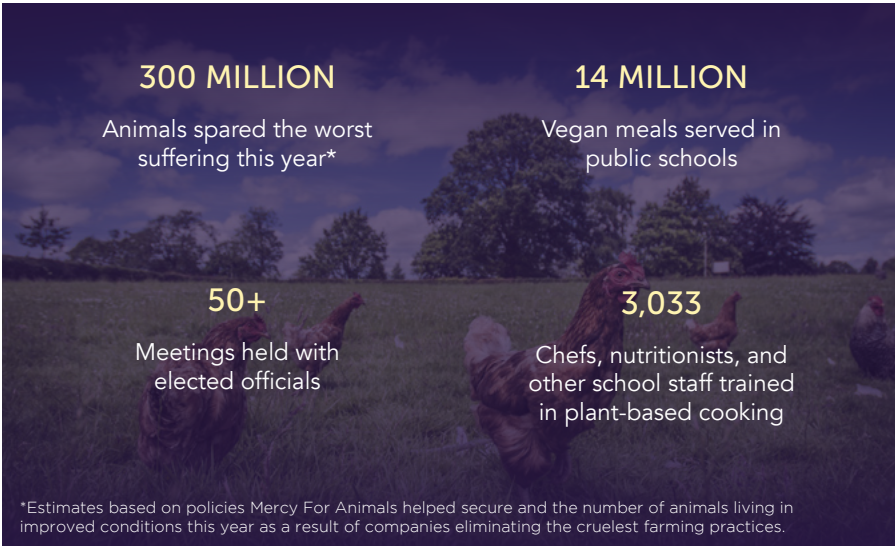
MERCY FOR ANIMALS U.S. AND CANADIAN  
SUPPORTER DEMOGRAPHICS



U.S. AND CANADA SOCIAL MEDIA STATS



OUR 2023 GLOBAL IMPACT



Join other leading companies and organizations in supporting the Mercy For Animals' gala to help us create and promote a kinder world for all.

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MERCY FOR ANIMALS GALA: AS SEEN ON



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Mercy For Animals' comprehensive media campaigns  
bring together social media, traditional media, and digital outlets around the world.  
Join us as a sponsor and reach millions of people too!



## \$250,000 – CHAMPION

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- 20 VIP tickets. Includes two premium tables with seating for 10 guests each.
- Admission for 20 guests to the VIP Reception
- Access for 20 guests to the gala after-party
- Admission for 20 guests to the President's Reception the evening before the gala
- Exclusive logo lockup with Mercy For Animals logo on red carpet step-and-repeat wall
- Lighted logo or listing with prominent placement during the gala
- Logo or listing on the gala website and in event collateral, including invitations, emails, and social media posts
- Opportunity for dedicated Mercy For Animals press release and blog post announcing partnership
- Dedicated sponsor thank-you story on social media and thank-you tweet
- Acknowledgement in the president's remarks during the program
- Opportunity for sponsor representative to provide remarks or play a short video from the main stage
- Prominent digital ad placement at the gala venue
- Beautiful Mercy For Animals commemorative 25th anniversary pin for each guest
- On-site photo and video opportunities with Mercy For Animals executives and leadership for use in partner communications
- Placement of partner products and promotional materials in guest gift bags

The estimated fair market value of this package is \$11,300. Your donation is tax-deductible to the extent allowed by law.





## \$100,000 – HERO

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- 20 VIP tickets. Includes two premium tables with seating for 10 guests each.
- Admission for 20 guests to the VIP Reception
- Access for 20 guests to the gala after-party
- Admission for 20 guests to the President's Reception the evening before the gala
- Logo or listing with prominent placement during the gala
- Logo or listing on the gala website and in event collateral, including invitations, emails, social media posts, and blog posts
- Sponsor thank-you story on social media and dedicated thank-you tweet
- Inclusion in gala-related email communications, blog posts, and press releases
- Acknowledgement in remarks during the program
- Opportunity for sponsor to play a short video from the main stage
- Prominent digital ad placement at the gala venue
- Beautiful Mercy For Animals commemorative 25th anniversary pin for each guest
- On-site photo and video opportunities with Mercy For Animals executives and leadership for use in partner communications
- Placement of partner products and promotional materials in guest gift bags

The estimated fair market value of this package is \$11,300. Your donation is tax-deductible to the extent allowed by law.





## \$50,000 – CHANGEMAKER

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Choose One: Social Media Lounge Host or VIP Cocktail Reception Host

- 10 VIP tickets. Includes one table with seating for 10 guests.
- Admission for 10 guests to the VIP Reception
- Access for 10 guests to the gala after-party
- Admission for 10 guests to the President's Reception the evening before the gala
- Exclusive custom activation experience and signage in a sponsored "vignette" area
- Logo or listing with prominent placement during the gala
- Logo or listing on the gala website and in event collateral, including invitations, emails, and social media posts, as well as a mention in gala blog posts
- Acknowledgement from the main stage during the program
- Digital ad placement during the gala
- Beautiful Mercy For Animals commemorative 25th anniversary pin for each guest
- On-site photo and video opportunities with Mercy For Animals executives and leadership for use in partner communications
- Placement of partner products and promotional materials in guest gift bags

The estimated fair market value of this package is \$5,650. Your donation is tax-deductible to the extent allowed by law.



## \$25,000 – DEFENDER

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Choose One: Mixology and Beverage Sponsor (bar), Green Room Sponsor, After-Party Sponsor, Entertainment Sponsor, or Valet Sponsor

- 10 tickets. Includes one preferred table with seating for 10 guests.
- Admission for 10 guests to the VIP Reception
- Access for 10 guests to the gala after-party
- Exclusive custom signage in a sponsored "vignette" area
- Logo or listing on gala website and in event collateral, including social media posts
- Inclusion in gala-related email communications and blog posts
- Digital ad placement during the gala
- Placement of partner products and promotional materials in guest gift bags

The estimated fair market value of this package is \$4,000. Your donation is tax-deductible to the extent allowed by law.







## \$12,500 – ADVOCATE

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Choose One: Command Center Sponsor (volunteers and production), Guest Welcome Center (registration desk) Sponsor, Health and Safety Sponsor, or Transportation Sponsor

- 10 tickets. Includes one table with seating for 10 guests.
- Admission for 10 guests to the VIP Reception
- Access for 10 guests to the gala after-party
- Exclusive custom signage in a sponsored "vignette" area
- Logo or listing on gala website and in event collateral, including social media posts, as well as a mention in gala blog posts
- Digital ad placement during the event

The estimated fair market value of this package is \$4,000. Your donation is tax-deductible to the extent allowed by law.





## \$5,000 – PROTECTOR

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- Two tickets with seating for two at preferred table during dinner and program
- Admission for two to the VIP Reception and gala after-party
- Logo or listing in selected collateral and on event website
- Beautiful Mercy For Animals commemorative 25th anniversary pin for each guest

The estimated fair market value of this package is \$880. Your donation is tax-deductible to the extent allowed by law.





Mercy For Animals is a registered 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.

#### CONTACT US:

Contact us today to create the perfect sponsorship experience for your company. Customized consumer activation packages are available.

For more information about the gala or partnership opportunities, please connect with us:

SEAN HAWKINS, CAWA, CFRE

Corporate Partnerships Director

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