



Spring Gala Sponsor Opportunities

Saturday, June 3, 2023

Contact: greg@charliesacres.org

GRAND BARN SPONSOR - \$75,000

- VIP seating for twenty (20) to the Gala dinner with dedicated table service
- One year Animal Friend Sponsorship, including VIP swag bags for all guests at your table
- Company/Individual name and/or logo featured prominently on advertisements on all collateral material, company will be featured as business of the month on social media with 'A Discussion with...' donor spotlight article, Charlie's Acres website and e-blasts
- Logo on auction screens and exclusive banner on presentation stage at the Gala featuring name and/or company logo
- Prominent logo placement on all collateral
- Full page color ad in program with prominent logo placement on back cover
- Large Donor Leaf displayed in Education Center for five years
- Exclusive Naming of Large Animal Barn for five years, including your company name, logo and message displayed prominently
- Annual team offsite for up to 30 people at the sanctuary or virtual tour for your entire team
- Early access to online auction

SUPER SHELTER SPONSOR - \$40,000

- VIP Seating for ten (10) to the Gala dinner with dedicated table service
- One year Animal Friend Sponsorship, including VIP swag bags for all guests at your table
- Company/Individual name and/or logo featured prominently on advertisements on all collateral material, Charlie's Acres website and e-blasts
- Logo on auction screens
- Prominent logo placement on all collateral
- Full page color ad in program
- Naming of Small Barn for five years, including your company name, logo and message displayed prominently
- Large Donor Leaf displayed in Education Center for five years
- Annual team offsite for up to 10 people at the sanctuary or virtual tour for your entire team
- Early access to online auction

HENHOUSE SPONSOR - \$15,000

- Seating for ten (10) to the Gala dinner
- One year Animal Friend Sponsorship, including VIP swag bags for all guests at your table
- Company/Individual name and/or logo featured prominently on advertisements on all collateral material, Charlie's Acres website and e-blasts
- Logo on auction screens

- Prominent logo placement on all collateral
- Half page color ad in program
- Name, logo, and message on Bird Coop for five years
- Large Donor Leaf displayed in Education Center for five years
- Team offsite for up to 10 people at the sanctuary or virtual tour for your entire team
- Early access to online auction

VIEWPOINT SPONSOR - \$10,000

- Tickets for six (6) to the Gala dinner
- One year Animal Friend Sponsorship, including VIP swag bags for all guests at your table
- Company/Individual name on all collateral material, Charlie's Acres website and e-blasts
- Logo on auction screens
- Half page color ad in program
- Donor Leaf displayed in Education Center for one year
- Permanent viewing bench with your name, logo, and message installed at key viewing location at sanctuary.
- Early access to online auction

GREEN GARDEN SPONSOR - \$5,000

- Tickets for four (4) to the Gala dinner
- Company/Individual name on some collateral material, Charlie's Acres website and e-blasts
- Quarter page color ad in program
- Donor Leaf displayed in Education Center for five years
- Access to 4'x20' garden plot for two years, including daily care, U-pick produce, and your name featured on garden sign.
- Early access to online auction

FLOCK SPONSOR - \$2,500

- Tickets for two (2) to the Gala dinner
- Company/Individual name on some collateral material, Charlie's Acres website and e-blasts
- Logo in program
- Early access to online auction

Why Should Your Company Sponsor at Charlie's Acres?

Social Media Reach

Facebook: 5.3K followers

Instagram: 7.5K followers

Tik Tok: 17.3K followers

Email Distribution

8.6K subscribers



On-site visitors

In the first 3 years that we've been able to accept visitors we have hosted over 6,000 in person visitors and 2,000 virtual experiences in more than 20 countries.

What our visitors say

I identify with the statement:

1. Animal Products are a part of my diet - 54%
2. I am vegetarian - 15%
3. I am vegan - 31%

Of those who responded that animal products are a part of their diet:

74% said that visiting Charlie's Acres made them reconsider their eating habits

Additional Comments

I went on a private tour with my daughter and grandkids and a few of their friends, and had a wonderful time, a positive learning experience, and that day became a monthly donor. I'm planning on returning as a volunteer.

Our visit was absolutely inspiring and transformative. The tour was conducted impeccably; the stories and information were enlightening; and interacting with animals that are still loving

despite suffering abuse was so moving. I'm now a Charlie's Acres evangelist and am telling everyone about this amazing experience! Thank you for the work you do.

My sister and I did not know what to expect, but we were interested in the cause and wanted to see the adorable animals I've been showing her on Facebook. We found it educational, entertaining, and inspiring. We will definitely be back and would like to be supporters as well. Thank you so much for the unique experience. You guys are doing something very important.

Our mission

In addition to providing a forever home to 150 rescued animal residents, and regularly providing a safe landing spot to evacuees of wildfires in our community, the mission of Charlie's Acres focuses on education. Our educational mission is accomplished through tours, school field trips, virtual programs, and social media in addition to fun tourism experiences.



Uniquely situated in the heart of California's Wine Country and only minutes from Sonoma Plaza, our sanctuary strives to provide an experience for visitors that showcases the delicious vibrancy of plant-based products. Our regularly hosted Vegan Picnic Tours combines our standard sanctuary tour with a picnic introducing a selection of local wine and vegan food products, proving that you can have a classic, luxury Sonoma Valley experience that is also good for animals and the environment. Our larger fundraising events are the perfect opportunity to feature creative new plant-based dishes and products that the Bay Area has to offer.

Additional sponsor benefits

- Bring your VIP clients for a visit to Charlie's Acres and enjoy a plant-based grazing platter in our scenic picnic area during your meeting. Treat your staff to a team bonding day with rescued animals.
- Provide your staff an opportunity to pick up fresh produce with a garden sponsorship.
- Get your product in front of new customers who've shown interest in animal welfare and plant-based eating.
- **The Plant-Based Marketplace:** Concern for animal welfare, personal health, and the imminent threat of the climate crisis is driving more Americans towards plant-based alternatives to animal products. A sizable and rapidly-growing category, the plant-based meat market is worth \$1.4 billion. The category increased by more than \$430 million in sales from 2019 to 2020. Plant-based food sales in 2020 grew 2x faster than overall food sales.

