



Celebration of Rescue

Gala



north shore
animal league
america

SPONSORSHIP OPPORTUNITIES

TRIBECA ROOFTOP 2 Desbrosses Street, New York, NY 10013 | **JUNE 12, 2025**

SPONSOR LIFESAVING CHANGE

You will be positioned as a partner in our mission to create a no-kill world where all companion animals are free from abuse, hunger, fear and loneliness, and have the care and respect they deserve. Your sponsorship will enable us to continue our critical work, provide medical care to animals in need, and foster empathy and compassion in future generations through humane education. Together, with your support, we can expand our reach, deepen our impact and create lasting change for animals in need.

Celebration of Rescue *Gala*



— THURSDAY —

JUNE 12, 2025

6:30pm – 10:30pm

Chairperson

**BETH
STERN**

Animal League
America Board Member,
National Spokesperson
and Foster Parent



Hosted By

**GINGER
ZEE**

Chief Meteorologist/
Chief Climate
Correspondent,
ABC News

Tribeca Rooftop • 2 Desbrosses St, NYC

Attire Cocktail Chic

OUR AUDIENCE

PREVIOUS ENTERTAINMENT: Joan Jett & The Blackhearts, Belinda Carlisle (of The Go-Go's,) Taylor Dayne, Thelma Houston, Natalie Maines (of The Chicks,) Wilson Phillips, Amy Schumer, Joshua Radin

PREVIOUS HOSTS: iHeart Radio's Maria Milito, Actress Kathryn Erbe, TV producer & personality Brian Balthazar, WPIX-11 News Anchor Dan Mannarino, ABC News/GMA's Will Ganss, Comedian/Animal Advocate Joe Gatto, Radio Personality Peter Rosenberg, Comedian Lisa Lampanelli, Beth Stern, American Interior Designer, Author, and Television Personality, Nate Berkus

PREVIOUS CORPORATE HONOREES: Tito's Handmade Vodka, Boehringer Ingelheim (makers of NexGard/HeartGard,) Baby Doge Community, Bill Abbott (CEO of Great American Media)

PREVIOUS CRYSTAL COLLAR AWARD HONOREES: Rachael Ray & John Cusimano (on behalf of The Rachael Ray Foundation,) Radio Legend/iHeart Radio's Elvis Duran, Good Morning America's Lara Spencer

SELECT ADDITIONAL VIP ATTENDEES: Howard & Beth Stern, Rachael Ray and John Cusimano, Actor/musician John Stamos, Chef Rocco DiSpirito, Actress/ Singer/Songwriter Maya Hawke, Actress Selenis Leyva, ABC News Chief Meteorologist Ginger Zee & WPIX-11 Reporter Ben Aaron, Chef/ TV host/author Katie Lee Biegel, Comedian Robyn Schall, Radio Producer Gary Dell'Abate, Radio Personality Robin Quivers, Fashion Designer Marc Bouwer, animal advocate Bessy Gatto

PREVIOUS CORPORATE SPONSORS: Antech Diagnostics, BNY Mellon Wealth Management, BOBS from Sketchers, Boehringer Ingelheim, Canine Company, Chateau La Paws, Covetrus, Crown Media, Direct Mail Processors, Fetch Pet Insurance, Henry Schein Animal Health, IBM, IDEXX, Jovia Financial Credit Union, Mazda, Merck Animal Health, Morgan Stanley, MWI, Neuberger Berman, Perlman & Perlman, Production Solutions, Purina, Sanky Communications, Scooter's Coffee, Susie's Senior, Tito's Handmade Vodka, Vet Show, Zappos, Zeta



OUR REACH

E-mail

2.2 million people

Our monthly digital newsletter, *Rescue Illustrated*®, includes event promotions

Social Media

2.8 million total followers



Media Coverage

Gala is promoted through national and local media and news outlets

"Paw Prints" Newsletter

Mailed to **160,000** households noting sponsors – post event

NSALA Events' Webpages

Sponsors noted with logos/links

385,000 monthly visits to animalleague.org

Press Release

Issued nationally immediately following the event via PR Newswire and sponsors are included.

Total Potential Reach:
170.1 million

SPONSORSHIP OPPORTUNITIES



	\$50,000 PRESENTING	\$25,000 PREMIER	\$10,000 RESCUE	\$5,000 HERO
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Number of Tickets	20	10	10	2
Logo on Step & Repeat				
VIP Preferred Table Location				
Included in National Press Release				
VIP Branded Swag Option				
Recognition in Event Related Materials				
Program	Back Cover	Inside Front or Back	Half Page	Listing

TICKET PRICES

VIP Ticket \$1,500 General Admission \$1,000



2024 Host Maria Milito

North Shore Animal League America will provide goods and services with a fair market value of \$325 for each attendee. Any contribution above this amount is tax-deductible to the full extent of the law.



- 1. 2024 Celebration of Rescue Committee
- 2. Howard & Beth Stern
- 3. Rachael Ray and John Cusimano
- 4. Taylor Dayne
- 5. Celebration of Rescue Gala Guests, AiM Fidelis
- 6. Cocktail Hour Puppy Love!
- 7. Seth Herzog, Auctioneer



[CLICK HERE TO WATCH HIGHLIGHTS FROM 2024 CELEBRATION OF RESCUE](#)

For more information, please contact the Events Department at charlotted@animalleague.org



2024 Gift Bag Items

VIP GIFT BAGS | Quantity: 100

A unique opportunity to offer branded gift items (if you choose) to our VIP ticket holders. Space is limited, and priority will be given according to sponsorship level.

IN-KIND DONATIONS

For in-kind donations, non-monetary contributions such as florals, entertainment, photography, or cocktail reception experiences - please contact the Events Department to learn more. In-kind donations help support our event by providing goods or services offering valuable contributions while reducing costs.



**TO LEARN MORE, please contact
the Events Department**

✉ charlotted@animalleague.org

☎ 516.373.3402

✉ reginad@animalleague.org

☎ 516.373.3496

North Shore Animal League America is a 501(c)(3) not-for-profit, charitable corporation, not a private foundation. Our federal tax ID # is 11-1666852. We do not receive government funding for any animal rescue, adoption, or shelter-related operations — donor support of our no-kill mission is vital to sustaining our lifesaving work. NSALA will provide goods and services with a fair market value of \$325 for each event attendee. Any contribution above this amount is tax-deductible to the full extent of the law. Sponsors cannot promote items or services that conflict with NSALA's mission and practices.