



Event Benefiting Paws and Think, Inc.

# SPONSORSHIP OPPORTUNITIES





## Tails of Celebration is Paws & Think's **NEW** **annual extravaganza!**

This exciting event is the largest fundraiser of its kind for the organization.

Tails of Celebration is expected to bring together around 200 local business owners, community leaders, and animal advocates to raise funds to help Paws & Think improve lives through the power of the human-dog connection.

Attendees will enjoy entertainment, a silent auction, wine pull, heavy hors d'oeuvres, and compelling stories about impact in the community.



### WHEN

**October 26th  
6:00 - 8:00 PM**



### WHERE

**Indianapolis Art Center  
820 E. 67th Street,  
Indianapolis, IN 46220**









## Paws & Think: **Celebrate the impact.**

Liza's transformative journey began at Indianapolis Animal Care Services (IACS), where she arrived as a stray, unsure of her future. After six long months, fate led her to the doors of the Marion County Juvenile Detention Center (JDC), where Paws & Think's Youth-Canine program awaited her. Within this weeklong program, young individuals nurture dogs from IACS, teaching them essential obedience skills through the power of positive reinforcement. Liza absorbed this training, mastering her basics and even acquiring the playful trick - rolling over - that still brings her joy.

Drawn by stories of her remarkable progress and affection for the program's participants, I decided to adopt Liza. Her vibrant personality captured my heart, and I officially welcomed this endearing, spirited pit bull mix into my life. Soon after, Liza and I embarked on a new adventure as a therapy team for Paws and Think. Surprisingly, it was within the walls of the JDC, where her transformation began, that Liza found her greatest joy in performing therapy work. There, in the arms of the young individuals she once learned from, she discovered a profound connection.

Through the Youth-Canine program, Liza and countless other dogs have been granted second chances and loving homes, thanks to the dedication and compassion of the young participants. Witnessing the smiles and eagerness of each young person as they meet their assigned dog and their excitement to showcase what they have accomplished, fills me with awe. The profound bond formed between these pairs throughout the week serves as a testament to Paws & Think's mission, improving lives through the power of the human-dog connection.





I believe that the youth who trained Liza were instrumental in saving her life, just as she has touched and enriched theirs.

-Wendy Lane  
Paws & Think Volunteer





# Your Benefits and Commitment




## Measurable Benefits\*

-  100% of your contribution will go towards increasing program quality and impact within the communities served by Paws & Think
-  Recognition on the Paws & Think website
-  Invitation to the Celebration of Support, our annual donor recognition event
-  Earned media through Tails of Celebration social media posts

## Benefits from Association with Paws & Think

-  **Corporate alignment** through Paws & Think, a volunteer-led, community-based, values-driven 501(c)(3) charitable organization
-  **Recognition** as a company committed to improving lives through the power of the human-dog connection in the community in which your employees and customers live

## Commitment Timeline

-  **1** Commitment made.
-  **2** **One month following commitment:** Company name will be on Tails of Celebration event page at [pawsandthink.org/tails](https://pawsandthink.org/tails). *Payment due.*
-  **3** Appropriate recognition at Tails of Celebration event on October 26th.

\*Full benefits based on sponsorship level listed in chart on page 8





## Visibility and Marketing

One advantage of partnering with a local organization is our audience. As one of the largest locally-based pet therapy group in Central Indiana, we have a large following of supporters. We have a Marketing Committee capable of spreading awareness about this partnership.



### ***Media Relations***

Paws & Think has a great relationship with the local media and has recently been featured on FOX59's Indy Now, a 2023 Lifestyle Emmy Nominated show, and on WISH TV's Daybreak News. We are excited to announce that Jillian Deam, Indy Now host on FOX59, will be the 2023 Emcee for the Tails of Celebration event.



### ***Website***

Our website, [pawsandthink.org](https://pawsandthink.org), has significant traffic with 14,238 visitors last year and 21,027 website sessions.



### ***Video***

We have wonderful partnerships with local videographers. A special video will be made for the event. This video would then be put on our website, on social media, and in one of our eNewsletters.



### ***Social Media***

Paws & Think has an engaged audience on our social media platforms. These platforms include Facebook, Twitter, Instagram, and LinkedIn. Please see the social media report on the following page.



### ***eNewsletter***

Paws & Think distributes a quarterly eNewsletter to over 5,000 supporters including donors, volunteers, and community members. An example of our eNewsletter is available upon request.





**5,897**  
Total Page Likes

**6,300**  
Total Page  
Followers

**63,462**  
Facebook  
Page Reach

**14,125**  
Page Views



**844**  
Total Followers

**988**  
Profile Visits

**302**  
Tweets

**116,524**  
Tweet Impressions

**83**  
Mentions



**4,193**  
Total Followers

**29,564**  
Instagram Reach

**3,824**  
Profile Views



# Sponsorship Opportunities

| SPONSORSHIP BENEFITS |   | Best In Show<br>\$7,500 | Top Dog<br>\$5,000 | Preferred Pooch<br>\$3,000 | Dog's Best Friend<br>\$1,000 | Paw-Some Pal<br>\$500 |
|----------------------|---|-------------------------|--------------------|----------------------------|------------------------------|-----------------------|
| PRE-EVENT            | Company logo or name on the Paws & Think website event page                   | LOGO                    | LOGO               | LOGO                       | LOGO                         | NAME                  |
|                      | Recognition in four social media posts leading up to the event                |                         |                    |                            |                              |                       |
|                      | Company logo included on the event invitation                                 |                         |                    |                            |                              |                       |
|                      | Recognition of your company in promotional ads for the event                  |                         |                    |                            |                              |                       |
|                      | Recognition in all Tails of Celebration press releases                        |                         |                    |                            |                              |                       |
|                      | Company logo incorporated into the event PSA                                  |                         |                    |                            |                              |                       |
|                      | Company name incorporated into the Tails of Celebration event name            |                         |                    |                            |                              |                       |
| DURING EVENT         | Company logo or name in the event program                                     | LOGO                    | LOGO               | LOGO                       | NAME                         | NAME                  |
|                      | Company logo or name on thank you sign posted at event                        | LOGO                    | LOGO               | LOGO                       | NAME                         | NAME                  |
|                      | Complimentary event tickets   | 10                      | 8                  | 6                          | 4                            | 2                     |
|                      | Verbal recognition of your company during the event                           |                         |                    |                            |                              |                       |
|                      | Company logo displayed on the event silent auction landing page               |                         |                    |                            |                              |                       |
|                      | Company logo prominently displayed in event video production                  |                         |                    |                            |                              |                       |
|                      | A representative from your company will be invited to speak at the event      |                         |                    |                            |                              |                       |
|                      | Company logo displayed in the step and repeat photo backdrop                  |                         |                    |                            |                              |                       |
| POST-EVENT           | Invitation to Paws & Think's annual donor recognition event                   |                         |                    |                            |                              |                       |
|                      | Recognition in two social media posts after event                             |                         |                    |                            |                              |                       |
|                      | Company logo in one Paws & Think quarterly eNewsletter for the following year |                         |                    |                            |                              |                       |
|                      | Company name in one Paws & Think quarterly newsletter in November 2023        |                         |                    |                            |                              |                       |





**paws&think**

For more information,  
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