



Event Benefiting Paws and Think, Inc.

SPONSORSHIP OPPORTUNITIES





Tails of Celebration is Paws & Think's **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 10th
6:00* - 8:30 PM**

**VIP entry will start at
6pm, all other attendees
can enter after 6:30pm.*



WHERE

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

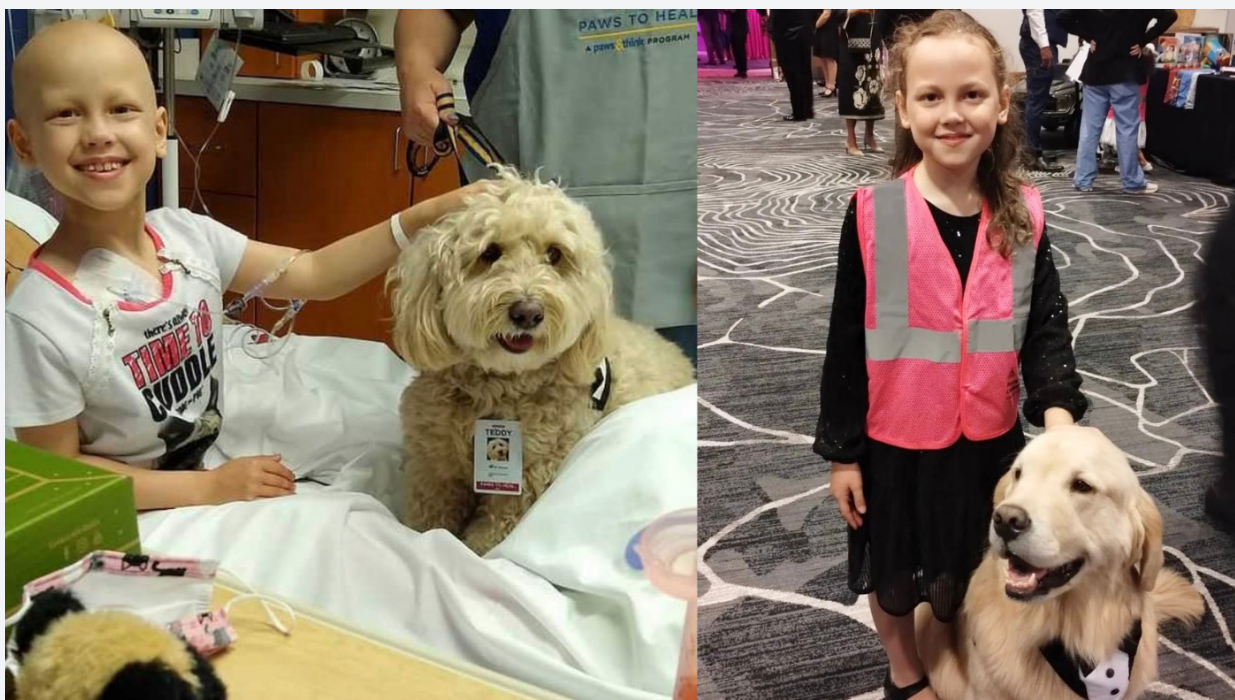









Paws & Think: **Celebrate the Impact.**

Leonor, a courageous young girl who battled Ewing Sarcoma at Peyton Manning Children's Hospital, found solace and joy in Paws & Think's pet therapy visits during her treatment journey. Today, Leonor celebrates two years of being cancer-free. Since her recovery, Leonor has been an active volunteer with Paws & Think, where she continues to find comfort and joy in interacting with our therapy dogs during training classes. Her journey from patient to volunteer reflects her resilience and gratitude, as she continues to give back to others inspired by the support she received during her own difficult times. Paws & Think has been a part of Leonor's life through her diagnosis, her healing, and now her future, embodying the power of the human-dog connection.





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
-  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. *Payment due.*
- 3** Appropriate recognition at Tails of Celebration event on October 10th.

*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 2024 Emmy Nominated show, and on WISH TV's Daybreak News. We are excited to announce that Jillian Deam, Emmy Nominated Indy Now host on FOX59, will be the 2024 Emcee for the Tails of Celebration event.



Website

Our website, pawsandthink.org, has significant traffic with 14,243 visitors last year and 20,439 website sessions.



Photographer / Professional Photos

We have wonderful partnerships with local photographers. Professional photos will be taken at the event. These photos would then be put on our website, on social media, and our next eNewsletter.



Social Media

Paws & Think has an engaged audience on our social media platforms. These platforms include Facebook, X, 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.



6,145
Total Page Likes

6,679
Total Followers

94,858
Facebook
Page Reach

26,920
Page Views



4,438
Total Followers

34,564
Instagram Reach

5,194
Profile Views



845
Total Followers

14,296
Post Impressions








































953
Total Followers

39,276
Post Impressions



Sponsorship Opportunities

SPONSORSHIP BENEFITS		Best In Show \$7,500	Top Dog \$5,000	Preferred Pooch \$3,000	Dog's Best Friend \$1,000	Paw-Some Pal \$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. <i>Logo must be submitted by August 1st.</i>					
	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					
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 VIP event tickets	10	8	6	4	2
	Verbal recognition of your company during the event					
	Company logo displayed on the event landing page					
	A representative from your company will be invited to speak at the event					
POST-EVENT	Company name in event summary eNewsletter sent in November 2024					
	Recognition in two social media posts after event					
	Company logo in first Paws & Think quarterly eNewsletter in March 2025					



paws&think

For more information,
please contact Ashleigh Coster
acoster@pawsandthink.org
(317) 520-2729

