



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

**September 12th
6:00* - 9:00 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.**

The Healing Power of Therapy Dogs

For children facing medical emergencies, the hospital can be an overwhelming and frightening place. But thanks to Paws & Think therapy dogs, young patients across multiple hospital systems in our city are finding comfort in the presence of a furry friend.




A recent clinical study reinforced what we've known for years—therapy dogs have a profound impact on reducing anxiety in pediatric patients. The study found that children who spent just 10 minutes with a therapy dog reported a significantly greater drop in anxiety than those who did not. Parents, too, noticed a difference, seeing their children relax and find moments of joy in an otherwise stressful environment.

Every day, Paws & Think's dedicated therapy teams bring these moments of relief to children and families in emergency rooms, pediatric units, and beyond. A gentle nuzzle, a wagging tail, or a quiet moment spent petting a therapy dog can make all the difference, helping patients feel safe, supported, and seen. Through the generosity of our sponsors, we can continue expanding these life-changing visits, ensuring that more children and families experience the healing 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

-  Commitment made.
-  **One month following commitment:** Company name will be on Tails of Celebration event page at pawsandthink.org/tails. *Payment due.*
-  Appropriate recognition at Tails of Celebration event on September 12th.

*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.



Website

Our website, pawsandthink.org, has significant traffic with 18,069 visitors last year and 24,059 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, 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.



6,250
Total Page Likes

6,900
Total Followers

119,830
Total Content
Views in 2024

20,348
Total Page Visits
in 2024



4,829
Total Followers

69,277
Total Content
Views in 2024

8,258
Profile Views



1,038
Total Followers

42,841
Total Post
Impressions
in 2024



Sponsorship Opportunities

	Best In Show	Top Dog	Preferred Pooch	Dog's Best Friend	Paw-Some Pal	
SPONSORSHIP BENEFITS	\$7,500	\$5,000	\$3,000	\$1,000	\$500	
PRE-EVENT	Company logo or name on the Paws & Think website event page	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	
	Company logo or name on thank you sign posted at event	LOGO	LOGO	LOGO	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 October 2025					
	Recognition in two social media posts after event					
	Company logo in first Paws & Think quarterly eNewsletter following the Tails of Celebration annual event.					



paws&think

For more information,
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