



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 and this year we are excited to celebrate the 25th Anniversary of Paws & Think!

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 the impact Paws & Think is making in our community.



🕒 WHEN

**Friday, September 25th
6:00* - 9:00 PM**

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

📍 WHERE

**Hub & Spoke
8100 E. 106th Street
Fishers, IN 46038**

NEW 2026 LOCATION





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

Celebrating 25 Years of Paws & Think

In 2001, our founder, Gayle Hutchens, had a simple but powerful vision: that the unconditional love of dogs could change lives. In the early years, Paws & Think did a bit of everything, from therapy dog visits to puppy-raising for service dogs to community outreach events that introduced Central Indiana to the healing power of the human-dog connection.

Twenty five years later, that vision has become a powerful movement she would surely be proud to see.

Today, Paws & Think partners with more than 100 community organizations, including schools, hospitals, libraries, youth-serving agencies, and more, reaching over 100,000 individuals each year. Our programs range from therapy dog visits that bring comfort, joy, and connection to people of all ages, to our Youth-Canine program, where vulnerable youth work with shelter dogs to build empathy, confidence, and second chances for both ends of the leash.





Your sponsorship of Tails of Celebration helps ensure that legacy continues. It allows us to train more therapy teams, expand programs like Youth-Canine, and deepen our community partnerships so that, for the next 25 years and beyond, Paws & Think can keep doing what Gayle set out to do: bring hope, healing, and connection to our community, one dog at a time.

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 25th.

*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 2025 Emmy Nominated show, and on WISH TV's Daybreak News.



Website

Our website, pawsandthink.org, has significant traffic with 19,088 visitors last year and 25,113 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 3,500 supporters including donors, volunteers, and community members. An example of our eNewsletter is available upon request.



5,176

Total Followers

2,423,273

Total Content Views in 2025

4,244

Profile Views



12,470

Total Followers

3,561,934

Total Content Views in 2025

111,367

Total Content Interactions in 2025

30,036

Total Page Visits in 2025



1,151

Total Followers

32,874

Total Post Impressions in 2025



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 2026					
	Recognition in two social media posts after event					
	Company logo in first Paws & Think quarterly eNewsletter following the Tails of Celebration annual event.					



For more information,
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