



Event Benefiting Paws and Think, Inc.

# SPONSORSHIP OPPORTUNITIES



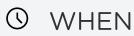


## Tails of Celebration is Paws & Think's **Annual Extravaganza!**

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.



### September 12th 6:00\* - 9:00 PM

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

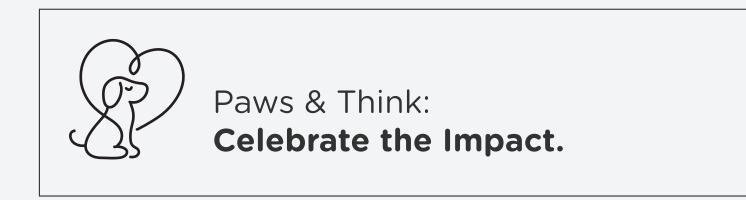
### $\bigcirc$ Where

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







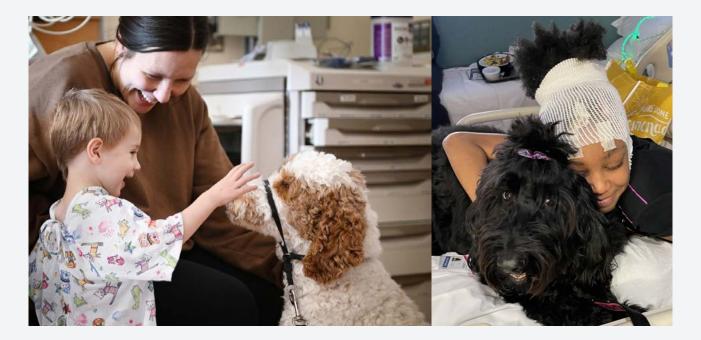


### The Healing Power of Therapy Dogs

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.

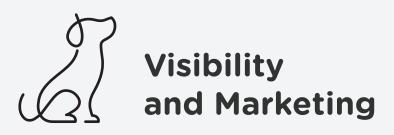


**One month following commitment:** Company name will be on Tails of Celebration event page at pawsandthink.org/tails. *Payment due.* 



Appropriate recognition at Tails of Celebration event on September 12th.





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, <u>pawsandthink.org</u>, 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

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**69,277** Total Content Views in 2024

8,258 Profile Views 1,038 Total Followers

in

**42,841** Total Post Impressions in 2024

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## **Sponsorship Opportunities**

SPONSORSHIP BENEFITS	Best In Show \$7,500	<b>Top</b> Dog \$5,000	Preferred Pooch \$3,000	Dog's Best Friend \$1,000	Paw-Some Pal \$500
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	**	*	<b></b>	<b>.</b>	
Company logo included on the event invitation. <i>Logo must be submitted by August 1st.</i>	*	<b>.</b>	*		
Recognition of your company in promotional ads for the event	**	•	*		
Recognition in all Tails of Celebration press releases	**	<b>·</b>			
Company logo incorporated into the event PSA	<b>.</b>	<b>·</b>			
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	<b></b>	<b>.</b>	<b>·</b>	<b>**</b>	· <b>č</b> ·
Company logo displayed on the event landing page	**	•	*	<b></b>	**
A representative from your company will be invited to speak at the event	**	*			
Company name in event summary eNewsletter sent in October 2025	*	<b>.</b>	*	*	*
Recognition in two social media posts after event	**	**	*		
Company logo in first Paws & Think quarterly eNewsletter following the Tails of Celebration annual event.	*	*	*		

**PRE-EVENT** 

DURING EVENT

**POST-EVENT** 





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

