

# TINSEL *Tails*

HOLIDAY PETACULAR

NOVEMBER 21, 2024

6:00 P.M. to 9:00 P.M.

502 East Event Centre  
Carmel, Indiana

2024  
SPONSORSHIP  
OPPORTUNITIES



**HUMANE SOCIETY**  
FOR HAMILTON COUNTY

# The event of the year.

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Tinsel & Tails Holiday Petacular is our premier event celebrating the year's most remarkable stories of rescue and redemption. You will witness the power of healing and hope that pets bring into our lives when they rescue us – followed by our featured guests' moment to strut their paws on the runway.

A spectacular silent auction, dinner, golden ticket raffle, and presentation of the year's most amazing rescue stories are what makes this one-of-a-kind gala a sell-out event each year. *In fact, both the 2021 and the 2022 Tinsel & Tails events were a sell-out events even during the Covid-19 pandemic.* As an event sponsor, you will reach over 700 in-person guests and thousands of social media followers.

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## Become a Sponsor

Tinsel's format in-person event with a virtual auction offers our sponsors the opportunity to reach our major gift donors, volunteers, corporate partners, Hamilton County's leaders, and key supporters who will attend from all over Indiana.

But, your exposure starts long before the event by connecting our sponsors with a vast and fiercely loyal social media network of **over 91,000 followers!** Depending on the sponsorship level you choose, our sponsors also receive complimentary tickets and so much more.

***For more information on available sponsorship packages or the donation of silent auction items, please contact:***

**Jennifer Dant**

**Corporate Sponsorship and Events Manager**

**[eventsmanager@hamiltonhumane.com](mailto:eventsmanager@hamiltonhumane.com)**

**(317) 674-0628**





# Sponsorship Opportunities

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## TITLE SPONSOR

\$20,000



Your business will have category exclusivity at Tinsel and Tails. Category exclusivity is not applicable with other sponsorship levels. *(Please note any exclusivity does not apply to the purchase of tables and the donation of silent auction items by other companies and organizations.)*

### Pre-Event Benefits

Logo prominently placed on Tinsel & Tails invitations (minimum 1,000) and on the HSHC website, with 3.7 million page views and 428K+ unique users in 2024

Logo linked on all HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Logo featured in our Facebook/Facebook event/Twitter cover photos and main website header, with header posting dates to be determined

Logo prominently placed in Tinsel and Tails promotional ad prior to event date in Current Publishing

Business name included in three (3) pre-event in Tinsel and Tails social media posts - 91K social media followers in 2024

Business name included in event press release headline

### Night Of Benefits

Guests will have a red carpet photo opportunity including a keepsake photo featuring your business and event logos

Full page ad in program

Business name featured on sponsor recognition signage

Business name included on silent auction bidding interface

Tinsel and Tails tickets and meals for 30 guests (*runway table*)

Business name listed on reserved tables



# Sponsorship Opportunities

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## PRESENTING SPONSOR

**\$10,000**

Your business will have category exclusivity at Tinsel and Tails. Category exclusivity is not applicable with other sponsorship levels. *(Please note any exclusivity does not apply to the purchase of tables and the donation of silent auction items by other companies and organizations.)*

### Pre-Event Benefits

Logo placed on Tinsel & Tails invitations (minimum 1,000) and event website - 3.7 million page views and 428K+ unique users in 2024--**PAYMENT DUE BY 9/27 FOR INCLUSION ON INVITATIONS.**

Logo linked on all HSHC event e-blasts -Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%

Logo prominently placed in Tinsel and Tails 1/2 promotional ad prior to event date in Current Publishing. **PAYMENT DUE BY 10/1 FOR INCLUSION IN AD.**

Business name included in two (2) pre-event Tinsel and Tails social media posts - 91K social followers in 2024

One (1) custom Facebook post featuring your business and/or special content during your 6-month sponsorship period. The social media content is to be coordinated with HSHC staff two weeks prior to posting. All content must be approved by HSHC. - 91K social followers in 2024.

Business name included in event press release

### Night Of Benefits

Logo featured in program alongside the event's other Presenting Sponsors.

Business name featured on sponsor recognition signage

Business receives their own slide in event looping presentation with logo and mentioned by event emcee

Logo included on silent auction bidding interface

Business name on reserved table sign

Event tickets for 16 guests (*two runway tables*), with option of 4 additional guests at no additional charge





# Sponsorship Opportunities

## CORPORATE SPONSOR \$5,000

### Pre-Event Benefits

Logo placed on Tinsel & Tails digital invitation and event website - 3.7 million page views and 428K+ unique users in 2024.

Logo linked on two (2) HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Business name included in two (2) pre-event Tinsel and Tails social media posts - 91K social followers in 2024

Business name included in event press release

### Night Of Benefits

Logo featured in program

Business name featured on sponsor recognition signage

Business name listed in event presentation and mentioned by event emcee

Business name on reserved table sign

Event tickets for 4 guests (*half standard table*)



## FEATURED SILENT AUCTION ITEM \$5,000

### Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2024

Logo linked on two (2) HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Business name included in two (2) pre-event Tinsel and Tails social media posts - 91K social followers in 2024

Business name included in event press release.

### Night of Benefits

Logo featured in event program alongside the event's other Featured Auction Sponsors

Business name featured on sponsor recognition signage at booth

Business name listed in event presentation and mentioned by event emcee

Auction items featured at it's own table with signage

Business name on reserved table sign

Event tickets for 4 guests (*half standard table*)



# Sponsorship Opportunities



**RAFFLE SPONSOR**  
**\$5,000**

## Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2024

Logo linked on two (2) HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Business name included in two (2) pre-event Tinsel and Tails social media posts - 91K social followers in 2024

Business name included in event press release

## Night of Benefits

Logo featured in event program

Logo featured on over 300 Tinsel and Tails raffle tickets

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by event emcee

Business name on reserved table sign

Event tickets for 4 guests (half standard table)

Logo featured on raffle display





# Sponsorship Opportunities

## COMMUNITY SPONSOR

**\$2,500**

### Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2024

Logo linked on one (1) HSHC event e-blast -Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Business name included in one (1) pre-event Tinsel and Tails social media post - 91K social followers in 2024

### Night of Benefits

Logo featured in event program alongside the event's other Community Sponsors

Business name featured on sponsor recognition signage

Business name listed in event presentation and mentioned by event emcee

Event tickets for 2 guests

## SILENT AUCTION PARTNER SPONSOR

**Minimum Item Value \$2,500**

### Pre-Event Benefits

Logo placed on event website - 3.7 million page views and 428K+ unique users in 2024

Logo linked on one (1) HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024. The national open rate average is 21.33%.

Business name included in one (1) pre-event Tinsel and Tails social media post - 91K social followers in 2024

### Night of Benefits

Logo featured in event program alongside the event's other silent auction partners

Business name featured on sponsor recognition signage

Business name listed in event presentation and mentioned by event emcee

Event tickets for 2 guests



# Your Support at Work

## TOTAL ANIMALS RECEIVED IN 2023

A total of **3,959** animals entered the Humane Society for Hamilton County in 2023, all looking for the chance to live and love.

Dogs  
**1,678**

Cats  
**2,281**

## LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited **406** lost pets with their people.

Dogs  
**325**

Cats  
**81**

## ADOPTIONS

In 2023, **3,338** animals were placed in to loving homes.

Cats  
**2,095**

Dogs  
**1,243**

## OTHER HOOSIER ANIMALS SAVED

Animals at risk for euthanasia transferred to HSHC from other Indiana shelters.

Non-Hamilton  
County Animals  
Saved  
**439**

## SURVIVORS

The Survivor Program funds life-saving and emergency medical care to animals in need.

Survivors  
**3,041**

## HUMANE SOCIETY FOR HAMILTON COUNTY IS PRIMARILY DONOR FUNDED

We contract with Hamilton County and its municipalities to shelter stray, unwanted and all animals found or seized by Animal Control or law enforcement agencies in Hamilton County. This annual agreement covers only the basic cost to process and shelter an animal for 7 days per the Hamilton County ordinance. It does not cover the cost of any life-saving medical care an animal may need, the cost of marketing and fundraising, spay/neuter, or any costs to shelter and care for animals after 7 days. Funding from the county represents approximately **20%** of our annual operating budget, with the remaining funds raised through individual donations (including bequests and gifts from trusts and stock), HSHC fundraising events and programs, sponsorships, and grants – in that order.



# OUR MISSION

Our mission is saving lives, educating communities, and completing families. When it comes to saving lives, HSHC takes in over 3,900 animals each year including hundreds at risk for euthanasia in other Indiana shelters.

***In fact, the Humane Society for Hamilton County is one of the only open admission, truly no-kill shelters in the United States.***

Our community outreach programs connect children, seniors, Hoosier veterans and more with the healing power of pets every day...and our youth education programs are planting the seeds of kindness, responsibility, and philanthropy in thousands of children each year.

Our advocacy for animals reaches far beyond Hamilton County as we have taken a leadership role in fighting breed discrimination and better laws to protect animals.

The commitment to our mission doesn't stop with Hamilton County. We've always shared available resources to save as many out-of-county animals as possible...and we won't stop until all Hoosier animals have a chance to live, love, and be loved.

*But we can't  
do it  
without you.*

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Furtopography  
STUDIO

10501 Hague Road  
Fishers, IN 46038

hamiltonhumane.com  
(317) 773-4974



**HUMANE SOCIETY FOR HAMILTON COUNTY**  
**EVENT/PROGRAM SPONSORSHIP TERMS AND CONDITIONS**

These SPONSORSHIP AGREEMENT TERMS AND CONDITIONS (“Terms and Conditions”) are incorporated into the Sponsorship Agreement executed by and between the Humane Society for Hamilton County, Inc. (HSHC) (“Company”), and \_\_\_\_\_ (“Sponsor”) as set forth in this Sponsorship Agreement. These Terms and Conditions also refer to both the Company and the Sponsor as the “Parties” where applicable.

**1. The Company’s Obligations.**

1.1. The Company will provide the Sponsor with the sponsorship opportunity/and or benefits set forth in the Sponsorship Agreement with all benefits fulfilled within 1 (one) year of the date the signature of this agreement.

1.2. Unless otherwise set forth in the Sponsorship Agreement, the renewal date for the Sponsor will be on the anniversary of the signature of this agreement.

1.3. The Company does not make any warranties or guarantees regarding any specific or quantifiable results or outcomes the Company may consider as a measure of the success of this partnership.

1.4. Unless otherwise set forth in the Sponsorship Agreement, the Company does not promise any exclusivity within our Corporate Sponsorship Program. Exclusivity within the sponsorship level of a specific event the Sponsor is choosing is noted in the Sponsorship Agreement details.

**2. The Sponsor’s Obligations.**

2.1. The total monetary or in-kind amount due for this Sponsorship Agreement is \$\_\_\_\_\_ to be paid/fulfilled as follows:

\_\_\_\_\_  
\_\_\_\_\_

Please make checks payable to “HSHC” and send payments to: Humane Society for Hamilton County, ATTN: Jen Dant, 10501 Hague Rd. Fishers, IN 46038.

2.2. The Company reserves the right to discontinue the fulfillment of the Sponsorship Agreement if payments are not received within 30 days of the agreed upon timeframes noted herein.

2.3. The Sponsor represents and warrants to the Company that the Sponsor has the legal right to use the logo, artwork, or other advertising and marketing material provided by it to the Company.

**3. The Parties’ Obligations.**

3.1. The terms and conditions of this Sponsorship Agreement shall not be disclosed to any third parties without the prior written consent of both Parties.

3.2. The Parties shall indemnify and hold harmless each other as well as the Parties’ officers, directors, members, employees, and agents, from and against any claims, actions or demands, including, without limitation, all reasonable attorney’s fees, due to or resulting from either Parties’ breach of these Terms and Conditions.

3.3. PARTIES WILL NOT BE LIABLE TO EACH OTHER FOR ANY SPECULATIVE SPECIAL, INCIDENTAL, INDIRECT, REMOTE, OR CONSEQUENTIAL DAMAGES ARISING FROM EITHER PARTIES’ PERFORMANCE OR FAILURE TO PERFORM, OR ANY SPECULATIVE MISREPRESENTATION OF BENEFITS OR SERVICES TO BE PROVIDED BETWEEN THE PARTIES.



# Sponsorship Form



NOVEMBER 21, 2024

## THIS YEAR, MORE THAN EVER, WE NEED YOU.

- Title Sponsor - \$20,000 **SOLD**
- Presenting Sponsor - \$10,000
- Corporate Sponsor - \$5,000
- Featured Silent Auction Sponsor - \$5,000 in-kind
- Raffle Sponsor - \$5,000 **SOLD**
- Community Sponsor - \$2,500
- Silent Auction Partner Sponsor - \$2,500 in-kind

I have read the terms of the sponsorship proposal and agree to them in full.

For more info or to get involved, please contact:

**Jennifer Dant**

Corporate Sponsor and Events Manager

eventsmanager@hamiltonhumane.com  
(317) 674-0628

**PLEASE MAKE CHECK PAYABLE TO:**  
Humane Society for Hamilton County  
Or to pay by credit card, visit  
<https://www.hamiltonhumane.com/sponsorpayment>

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return completed form by 10/5/2024. Business logos can be emailed to Jennifer Dant.

**We prefer a vector or eps file of your logo.**

Please **print** desired name as you would like it to appear on all printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone

Email Address

Total Sponsorship \$

Sponsor Representative Signature

HSHC Representative Signature

Sponsor Representative Print

HSHC Representative Print

Date

Date

*HSHC Staff Use:*

Payment Received

Invoice Sent

Accounting Verified