

TINSEL & Tails

HOLIDAY PETACULAR

NOVEMBER 20, 2025

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

502 East Event Centre
Carmel, Indiana



**2025
SPONSORSHIP
OPPORTUNITIES**



HUMANE SOCIETY
FOR HAMILTON COUNTY

The event of the year.

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 750 in-person guests and thousands of social media followers.

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 119,000 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
(317) 674-0628



About Us

HSHC is one of the *only* open admission, *truly* no-kill shelters in the United States.

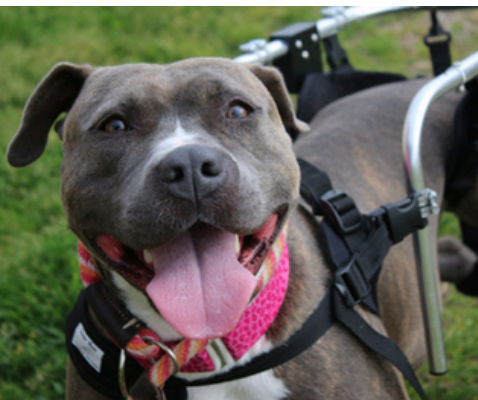
The Humane Society for Hamilton County (HSHC) is an award-winning, nationally recognized organization that, to date, has the highest live release rates (**98%**) for any open-admission, municipal shelter in the country that operates as truly no-kill.

Our truly no-kill philosophy means that we value the lives of all animals irrespective of: **age, breed, special medical needs, or disabilities**. HSHC saves thousands of the hardest to place animals imaginable each year. This is one of the reasons HSHC has garnered an **international following of over 119,000 fiercely loyal social media supporters**.

HSHC serves as both the humane society and animal control facility for Hamilton County, Indiana. **As such, HSHC operates 24/7, 365, as an open-admission facility receiving nearly 4,000 animals each year.** In addition to Hamilton County's animals, HSHC also saves hundreds of displaced animals from all over the state of Indiana who are at-risk for euthanasia, and we have saved thousands more from all over the U.S. since 2014.

Because we serve as both a no-kill shelter and animal control facility, HSHC also receives hundreds of animals from our local law enforcement agencies each year, who are the victims of unthinkable neglect, abuse, hoarding, breeders, and hit-by-car injuries. **And yes, they count in that 98% too.**

Our life-saving work, cost of programming, and daily operating expenses are funded primarily by donations, fundraising events, grants, and corporate sponsorships from businesses like yours. Municipal contracts **only cover 22%** of our annual operating budget, which represents 7 days of basic sheltering and the initial processing for Hamilton County's animals. **And that's why every dollar you give or help us save is so critical.**



Sponsorship Opportunities

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 digital invitations, the event website, and the HSHC website, with 3.1 million page views and 341K+ active users in 2024

Logo linked on all HSHC event e-blasts - Avg. 40% open rate per e-blast in 2024 with over 55K contacts. The national open rate average is 36%.

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

Logo placed in all Facebook ads to promote the event. - Minimum reach is 11,600 people and 600 link clicks

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

Business name included in three (3) pre-event in Tinsel and Tails social media posts - 119K 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

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 digital invitations and event website - *3.1 million page views and 341K+ active 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 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.**

➔ Logo placed in one (1) Facebook ads to promote the event. - *Minimum reach is 11,600 people and 600 link clicks*

Business name included in two (2) pre-event Tinsel and Tails social media posts - *119K 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. - *119K social followers in 2024.*

Business name included in event press release

Night Of Benefits

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

Business name featured on sponsor recognition signage

Business receives their own slide in the event looping presentation with logo and are mentioned by the 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 event website - 3.1 million page views and 341K+ active 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 - 119K 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 - In-kind

Pre-Event Benefits

Logo placed on event website - 3.1 million page views and 341K+ active 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 - 119K 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 - 3.1 million page views and 341K+ active 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 - 119K social followers in 2024

Business name included in event press release

Night of Benefits

Logo featured in event program

➔ Logo featured on over 500 Tinsel and Tails raffle tickets

Business name featured on sponsor recognition signage

Business name listed event presentation and mentioned by the event emcee

Business name on reserved table sign

➔ Event tickets for 4 guests (half standard table)

➔ Logo featured on 6-foot raffle display



**Your logo is featured on
the raffle ticket
and the raffle display!**



Sponsorship Opportunities

COMMUNITY SPONSOR

\$2,500

Pre-Event Benefits

Logo placed on event website - 3.1 million page views and 341K+ active 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 - 119K 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- In-kind

Pre-Event Benefits

Logo placed on event website - 3.1 million page views and 341K+ active 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 - 119K 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 2024

A total of **3,836** animals entered the Humane Society for Hamilton County in 2024, all looking for the chance to live and love.

Dogs
1,462

Cats
2,374

LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited **389** lost pets with their people.

Dogs
325

Cats
81

ADOPTIONS

In 2024, **3,327** animals were placed in to loving homes.

Cats
2,156

Dogs
1,171

OTHER HOOSIER ANIMALS SAVED

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

Non-Hamilton
County Animals
Saved
428

SURVIVORS

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

Survivors
2,81

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 **22%** 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 nearly 4,000 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.*



Twitography
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 20, 2025

THIS YEAR, MORE THAN EVER, WE NEED YOU.

- | | | |
|--|-------------|---|
| <input type="checkbox"/> Title Sponsor - \$20,000 | SOLD | <input type="checkbox"/> Community Sponsor - \$2,500 |
| <input type="checkbox"/> Presenting Sponsor - \$10,000 | | <input type="checkbox"/> Silent Auction Partner Sponsor - \$2,500 in-kind |
| <input type="checkbox"/> Corporate Sponsor - \$5,000 | | |
| <input type="checkbox"/> Featured Silent Auction Sponsor - \$5,000 in-kind | | |
| <input type="checkbox"/> Raffle Sponsor - \$5,000 | | |

☐ 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 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 10/5/2025. 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

HSJC Representative Signature

Sponsor Representative Print

HSJC Representative Print

Date

Date

HSJC Staff Use:

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> Payment Received | <input type="checkbox"/> Invoice Sent | <input type="checkbox"/> Accounting Verified |
|---|---------------------------------------|--|