TINSEL & Tails

HOLIDAY PETACULAR

NOVEMBER 19, 2026

6:00 P.M. to 9:00 P.M.
502 East Event Centre
Carmel, Indiana

2026 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 800 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 132,000 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.

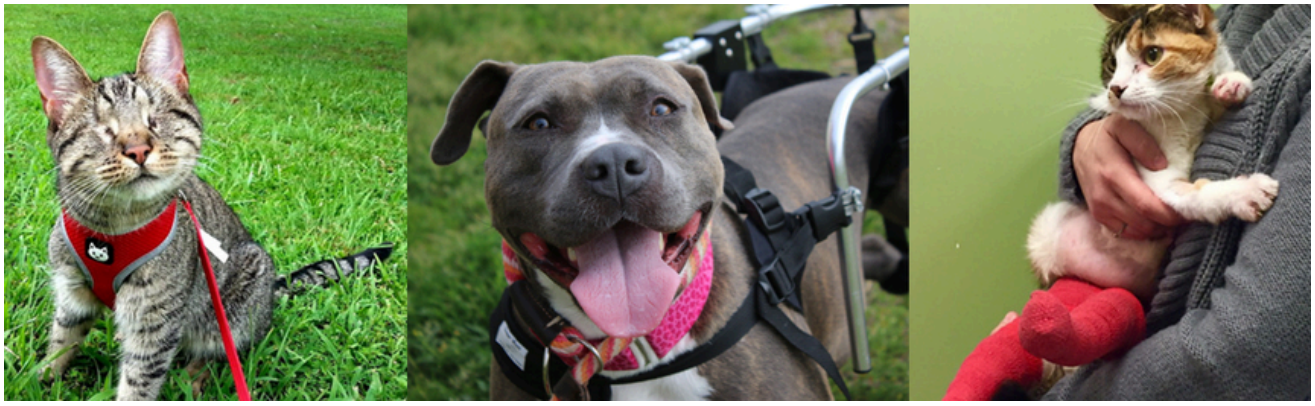
The Humane Society for Hamilton County (HSHC) is an award-winning, nationally recognized organization that, to date, has the highest live release rates **(97%)** for any open-admission, municipal shelter in the country that operates as truly no-kill.

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 132,000 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 97% 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 million page views and 363K+ active users in 2025*

Logo linked on all HSHC event e-blasts - *Over **63,000** contacts with an avg. 40% open rate per e-blast in 2025. 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 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 - ***130,000** social media followers and over **33.1million views** in 2025*

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

Reserved Tinsel and Tails tickets and meals for 30 guests on runway *(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 million page views and 363K+ active users in 2025*

Logo linked on all HSHC event e-blasts - *Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. 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 - ***130,000*** *social media followers and over* ***33.1million*** *views in 2025*

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. *-130,000 social media followers and over 33.1million views in 2025*

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

Reserved event tickets for 16 guests on runway *(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 million page views and 363K+ active users in 2025*

Logo linked on two (2) HSHC event e-blasts - *Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.*

Business name included in two (2) pre-event Tinsel and Tails social media posts - *130,000 social media followers and over 33.1million views in 2025*

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

Reserved 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 million page views and 363K+ active users in 2025*

Logo linked on two (2) HSHC event e-blasts - *Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.*

Business name included in two (2) pre-event Tinsel and Tails social media posts - *130,000 social media followers and over 33.1million views in 2025*

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

Reserved event tickets for 4 guests (half standard table)

Sponsorship Opportunities

RAFFLE SPONSOR
$5,000

Pre-Event Benefits

Logo placed on event website - 3 million page views and 363K+ active users in 2025

Logo linked on two (2) HSHC event e-blasts - Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.

Business name included in two (2) pre-event Tinsel and Tails social media posts - 130,000 social media followers and over 33.1million views in 2025

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

Reserved 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 6-foot raffle display!

Sponsorship Opportunities

DESSERT SPONSOR
$3,500

Pre-Event Benefits
Logo placed on event website - *3 million page views and 363K+ active users in 2025*

Logo linked on two (2) HSHC event e-blast -*Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.*

Business name included in one (1) pre-event Tinsel and Tails social media post - *130,000 social media followers and over 33.1million views in 2025*

Night of Benefits
Logo is prominently displayed on a chocolate medallion garnish placed on over 800 attendees desserts

Logo featured in the event program alongside the event's other sponsors

Business name featured on sponsor recognition signage

Business name listed in event presentation and mentioned by event emcee

Reserved event tickets for 2 guests

COMMUNITY SPONSOR
$2,500

Pre-Event Benefits
Logo placed on event website - *3 million page views and 363K+ active users in 2025*

Logo linked on one (1) HSHC event e-blast -*Over 63,000 contacts with an avg. 40% open rate per e-blast in 2025. The national open rate average is 21.33%.*

Business name included in one (1) pre-event Tinsel and Tails social media post - *130,000 social media followers and over 33.1million views in 2025*

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

Reserved event tickets for 2 guests

Your logo is prominently displayed on a chocolate medallion garnish placed on each dessert plate!

Ticket Options

NOVEMBER 19, 2026
6:00 to 9:00 P.M.
502 East Event Centre
Carmel, Indiana

GENERAL ADMISSION

Includes a reserved seated dinner and one complimentary glass of wine for age-appropriate guests.
Gluten-free and vegan/vegetarian meal options are available upon request.

Individual Ticket: $195*

Half Table (4): $975
Includes single-sided table signage

Standard Full Table (8): $1,950
Includes double-sided table signage
*****Both 9 and 10 top tables are available for an additional $220/person*****

Runway Full Table (8): $2,800
Premium location along the runway with double-sided table signage.
Full and Half Runway Tables are limited.
*****Both 9 and 10 top tables are available for an additional $350/person*****

****Please note that individual tickets purchased in quantities of 4 or more are NOT guaranteed to sit together.***
To ensure parties of 4 or more are seated together, please see our Half and Full Table options.
Please also note parties of less than 4 will be seated with other Individual Ticket purchase attendees.

TINSEL & Tails
HOLIDAY PETACULAR

Your Support at Work

TOTAL ANIMALS RECEIVED IN 2025

A total of **3,890** animals entered the Humane Society for Hamilton County in 2025, all looking for the chance to live and love.

Dogs
1,470

Cats
2,420

LOST PETS REUNITED WITH THEIR FAMILIES

The HSHC Team reunited **410** lost pets with their people.

Dogs
334

Cats
76

ADOPTIONS

In 2025, **3,338** animals were placed in to loving homes.

Cats
2,213

Dogs
1,125

OTHER HOOSIER ANIMALS SAVED

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

Non-Hamilton County Animals Saved
365

SURVIVORS

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

Survivors
2,483

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.

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 MISREPENSATION OF BENEFITS OR SERVICES TO BE PROVIDED BETWEEN THE PARTIES.

Sponsorship Form

TINSEL & Tails
HOLIDAY PETACULAR

NOVEMBER 19, 2026

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**
- ☐ **Dessert Sponsor - $3,500**
- ☐ **Community Sponsor - $2,500**

☐ *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

Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated! Please return completed form by 10/1/2026. Business logos can be emailed to Jennifer Dant.

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

PLEASE MAKE CHECK PAYABLE TO:
Humane Society for Hamilton County
Or visit https://www.hamiltonhumane.com/sponsorpayment

Sponsor Representative Signature

Sponsor Representative Print

Date

HSHC Representative Signature

HSHC Representative Print

Date

HSHC Staff Use:

☐ **Payment Received** ☐ **Invoice Sent** ☐ **Accounting Verified**