



Dear Community Partner,

Pawfest is back and we are so grateful to have you with us. **Join us on Saturday, November 14th** for Gulf Coast Humane Society's most beloved event of the year: a joyful celebration of pets, people, and the incredible community that makes our lifesaving work possible.

This year, we are expecting more than 2,000 animal lovers to join us for a day of live music, vendors, food trucks, games, and a wide variety of pet-friendly activities. And while the fun is at the heart of Pawfest, so is the mission - because every dollar raised goes directly toward the care of animals in our community who are counting on us.

Sponsorships are the single most important way we raise funds through this event. When you invest in Pawfest, you are not just putting your name on a banner, you are providing shelter, medical care, and second chances to pets who need them most. The need is real, and your support makes all the difference. We also offer underwriting opportunities that allow your business to support specific elements of the event, such as the main stage, kids zone, or stunt dog show. Most underwriting opportunities are exclusive to one sponsor, so we encourage you to reserve yours early.

We hope you will join us in making Pawfest 2026 our best and most impactful year yet.

With gratitude,

Jackie McCollough

Director of Marketing & Development
Gulf Coast Humane Society

**SCAN TO VIEW LAST
YEAR'S PHOTO GALLERY**



**GULF COAST
H U M A N E
S O C I E T Y**



PAWFEST



SPONSORSHIP LEVELS AND INCENTIVES

Presenting Sponsor - \$10,000:

- Your logo featured on the Pawfest website and GCHS website
- Two promoted social media features across all GCHS platforms
- Primary inclusion on all Pawfest banners and branded signage
- Opportunity to designate support to a particular event aspect
- Inclusion on all Pawfest related social media posts
- Naming rights to the event on all marketing assets
- Inclusion in radio, print, tv, and outdoor advertising mediums
- Featured ad in the Pawfest program handout
- Two vendor spots, if desired.

Golden Paws - \$5,000:

- Your logo featured on the Pawfest website
- Two promoted social media features across all GCHS platforms
- Inclusion on all Pawfest banners and branded signage
- Opportunity to designate support to a particular event aspect
- Inclusion in all print and tv advertising
- Featured ad in the Pawfest program handout
- Two vendor spots, if desired.

Best in Show - \$2,500:

- Your logo featured on the Pawfest website
- Two promoted social media features across all GCHS platforms
- Inclusion on all Pawfest banners and branded signage
- Opportunity to designate support to a particular event aspect
- Inclusion in all tv advertising
- One vendor spot, if desired.

Purrfect Companion - \$1,000:

- Your logo featured on the Pawfest website
- One social media feature across all GCHS platforms
- Inclusion on all Pawfest banners
- Inclusion in all tv advertising
- One vendor spot, if desired.

Top Dog - \$500:

- Your logo featured on the Pawfest website
- One social media feature across all GCHS platforms
- Inclusion on primary Pawfest Banners

Furry Friend - \$250:

- Your logo featured on the Pawfest website
- One joint social media feature across all GCHS platforms



Support a specific element of Pawfest and get exclusive underwriter's visibility

All underwriters also receive Furry Friend sponsorship benefits.

Main Stage Sponsor – \$5,000

- Live music, energy, and the heart of the festival
- Exclusive naming rights to the main stage
- Premier banner placement at the stage
- Verbal recognition before each performance
- Two complimentary 10x10 vendor spaces
- Featured ad in the Pawfest event program
- Logo inclusion in all printed and TV advertising

Dog Stunt Show Sponsor – \$4,000

- A crowd favorite with a professional stunt dog team
- Naming rights and branded signage at the show area
- Verbal recognition before each performance
- One vendor space included
- Two dedicated social media features
- Logo inclusion in print, broadcast, and social media advertisements

Commercial Sponsor – \$2,500

- High-visibility video marketing leading up to Pawfest
- Co-branded commercial airing on streaming services for two months
- Primary logo credit throughout the commercial
- One social media feature
- One vendor booth included
- Logo included in print and online marketing

Kid Zone Sponsor – \$2,000

- Crafts, games, and family-friendly fun all day
- Branded signage throughout the activity area
- Logo on printed family maps and activity schedules
- Option to provide branded giveaways or activity materials
- One vendor space included
- One social media feature



Support a specific element of Pawfest and get exclusive underwriter's visibility

All underwriters also receive Furry Friend sponsorship benefits.

Billboard Sponsor – \$2,000

- Citywide exposure in the month before Pawfest
- Logo featured on a rotating digital billboard for four weeks
- One vendor booth included
- One featured social media highlight

Sanitation Sponsor – \$1,500

- Keep guests clean and comfortable with restrooms, handwashing stations, and waste disposal
- Branded signage at all handwashing stations and restrooms
- One vendor booth included
- One social media feature

Photo & Video Sponsor – \$1,000

- Capture the day and connect with attendees after
- Recognition on official Pawfest photo galleries and recap videos
- One vendor booth included
- One social media feature

Pawfest T-Shirt Sponsor – \$1,000

- Worn by staff, volunteers, and purchased by guests
- Logo printed on the back or sleeve of all official Pawfest shirts
- Inclusion on website and event signage
- One social media feature
- One vendor booth included

Wiener Dog Race Sponsor – \$1,000

- A fan-favorite tradition with massive appeal
- Start/Finish banner placement + 1 vendor booth
- Naming rights + premier branding + verbal recognition