Tuxes & Tails Gala
Held in August, the Tuxes & Tails Gala is one of Louisville’s signature events. Enjoy an evening with dinner, a complimentary bar, dancing, raffles, silent and live auctions and adorable adoptable animals.

Waggin’ Tail on the Waterfront
Held in June at Waterfront Park’s Festival Plaza, this popular festival is pet friendly and has something for everyone.

Pars for Pets
Take a swing for shelter pets in October and enjoy a day of golf, lunch, contests and cocktail reception at the prestigious Big Spring Country Club.

Pet Calendar Contest
Our annual calendar photo contest is open to anyone who submits a photo of their adorable pet.

Signature sponsorships available.
We are happy to create customized sponsorship opportunities as well.
Tuxes and Tails Gala is our signature fundraising gala and auction. The event features appetizers, open bar, silent and live auctions, dinner, music, fun games and of course, adorable adoptable animals.

Your sponsorship of this special evening for the animals will ensure a truly unforgettable experience for guests – and generate valuable exposure for your business and brand to a targeted audience of more than 450 high-level donors. There are several sponsorship opportunities at a variety of levels. We are happy to create customized sponsorship opportunities as well. We kindly accept in-kind donations for our live and silent auction!

**Sponsorship Levels**

- **$15,000** Diamond Collar - Signature Sponsor
- **$15,000** Emerald Collar - Dinner Sponsor
- **$10,000** Sapphire Collar - Sponsor
- **$5,000** Gold Collar - Sponsor
- **$2,500** Silver Collar - Sponsor
- **$2,000** Bronze Collar - Table Sponsor
Waggin’ Tail

Sunday, June 4, 2023

Waggin’ Tail on the Waterfront is celebrating its 29th year on Sunday, June 4 at Waterfront Park’s Festival Plaza. This signature event has raised more than $1 Million for KHS’ lifesaving mission programs. Waggin’ Tail is the region’s largest celebration of animals, and more than 1,500 animal lovers attend this pet-friendly event each year. Families enjoy face painting and puppy cuddling; adults savor craft brews and food trucks; and four-legged attendees indulge in canine tattoos and dog portraits. In short, Waggin’ Tail has something for everyone.

Multiple levels of sponsorships are available and we are happy to customize each opportunity to meet your unique marketing needs. Whether you’re a national, regional or local business, rescue or non-profit, we hope you’ll join the fun! Become a Waggin’ Trail Festival for the Animals sponsor today and increase your exposure to the animal lovers, pet owners and families who support KHS!

Sponsorship Levels

$15,000 Platinum Collar Sponsor
$10,000 Emerald Collar Sponsor
$5,000 Gold Collar Sponsor
$2,500 Silver Collar Sponsor
$1,000 Bronze Collar Sponsor
Our 2023 Pars for Pets golf scramble is on October 9 at the prestigious Big Spring Country Club. Sponsors of the exclusive event receive an array of benefits. Enjoy a day of golf, lunch, complimentary beverages on the course, contests, a cocktail reception, and a visit with shelter pets.

Sponsorship Levels

- **$7,500 Platinum Paw - Title Sponsor**
- **$5,000 Pack Leader - Lunch Sponsor**
- **$5,000 Top Dog - Gold Sponsor**
- **$2,000 Wags & Whiskers - Silver Sponsor**
- **$2,000 Cat’s Meow - Cocktail Reception Sponsor**
- **$1,000 Furever Friends - Foursome**
- **$200 Horse Hero - Hole Sponsor**

Pet Calendar Contest

Sponsor Deadline: September, 1, 2023

For a donation of $25 per photo submission, this friendly contest is open to anyone interested in submitting a picture of their adorable animal. Photos are collected June-August and 11 winners and 36 runners-up are selected. Over 8,000 calendars are distributed to KHS supporters and are sold online, at KHS locations and Feeders Supply stores. Sponsor’s logos and business information is included in the calendar.

Sponsorship Levels

- **$5,000 Presenting Sponsor**
- **$2,500 Ani-model Sponsor**
About KHS

The Kentucky Humane Society is a champion for companion animals. Through leadership, education and proactive solutions, we are creating more compassionate communities. Founded in 1884, KHS is the oldest and largest animal welfare agency in the state thanks to private supporters. As the area’s number one resource for pets and pet services, KHS is dedicated to improving the welfare of companion animals.

Partner Perks =
Expand Your Marketing and Media Reach

Event sponsorships are designed to help YOU and your company increase visibility in the Kentuckiana area. If you want to endear more customers, like our amazingly loyal supporters, to your organization, let’s explore ways we can work together!

KHS has an impressive social media reach with an active and engaged following. We have more than 163,000 Facebook followers, 38,000 Instagram followers, 23,000 TikTok followers and 19,000 Twitter followers. We also partner with local television and broadcast outlets and our events are regularly covered and advertised in local and regional print publications. In addition, the KHS Paw Street Journal is sent to 18,500 households and our Kennel Chronicles enewsletter is sent to over 100,000 subscribers.

Additional Opportunities

Cause Related Marketing Events (CRMs)
Whether you own a business or want to help the Kentucky Humane Society on an individual level, hosting a fundraiser is a great way to raise awareness of the organization while at the same time raising much-needed funds to support our lifesaving mission.

Volunteer Program Sponsorships
Volunteers are essential to our shelter as they provide daily exercise and socialization to our animals. At their core, they are driven by advocacy and support for the mission. Sponsoring the volunteer program allows your company to reach 600+ volunteers annually and includes opportunities for logos on our exclusive volunteer shirts that are sold throughout the calendar year. We have several sponsorship opportunities to support our robust volunteer program such as our annual T-shirt sponsor or volunteer of the month sponsorship.
For more than 130 years, the Kentucky Humane Society has provided shelter, food and medical care for homeless animals. Thanks to donations, we’re making Kentucky a better place for our four-legged friends and the people who love them.

- KHS is Louisville’s favorite place to adopt an animal. Last year, we found loving homes for over 5,500 dogs, cats and horses. But we do more than you probably think!
- The spay/neuter experts at our S.N.I.P. Clinic provide high-quality, low-cost surgeries to 10,000 local dogs and cats a year.
- The KHS Pet Resource Services, 502-509-4738, provides free counseling to pet owners, helping them keep their animals happy and in their homes.
- Our positive trainers offer dog training classes and in-home private training to help your dog be the best dog he can be.
- KHS’ Eastpoint and Fern Creek Pet Resorts pamper owned pets with overnight lodging, grooming and daycare. Plus proceeds benefit shelter pets.
- Our Equine C.A.R.E. (connect, assist, rescue and educate) program rescues Kentucky’s horses in transition, readying them for new careers and families.

Learn more about KHS at kyhumane.org or follow us @kyhumane.

Did You Know?

Thank You!

KHS is happy to create a customized plan to enhance your company’s visibility and expand your marketing reach. Thank you for considering partnership with one of the most beloved charities in the region. By helping celebrate the special bond we share with animals, your support will improve the lives of pets and the people who care for them.

For more information please contact:
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Community Relations Manager
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