

PAISLEY PAWS CHARITABLE VETERINARY FOUNDATION
PAWSapALOOZA
HELP VETS, HELP PETS
PRESENTED BY PRO PLAN VETERINARY

PAWRTNERSHIP OPPORTUNITIES

A POWERFUL NIGHT OF PURPOSE, HEART, AND IMPACT
THE MIDLAND THEATRE | KANSAS CITY, MO | OCT. 24, 2026



LAST YEAR OVER

\$330,000

RAISED

More than \$330,000 was raised in 2025 to support pets, veterinary teams, and families in need.

THE BEGINNING OF AN IMPACTFUL TRADITION

A NIGHT THAT MAKES A DIFFERENCE

PAWSapalooza is the signature fundraising event for the Paisley Paws Charitable Veterinary Foundation. Our mission is to reduce hardship euthanasia, support veterinary mental health, and keep pets and their families together.

In 2025, nearly 300 guests came together at the Midland Theatre in Kansas City and raised over \$330,000 for life-saving and life-enhancing programs nationwide.

From national entertainment to unforgettable live and silent auctions, PAWSapalooza proves just how powerful compassion in action can be.

NEARLY
300 GUESTS

Our first PAWSapalooza welcomed nearly 300 guests who came together to celebrate compassion and care.



POWERFUL REACH BEYOND KANSAS CITY, MO

40% of guests traveled from seven other states to attend PAWSapalooza 2025, showing the power of our network to inspire support across the country.

HOW YOUR BRAND IS INVOLVED

Sponsors are more than logos. We create opportunities for meaningful, visible involvement that aligns with your brand values.

YOUR BRAND, SEEN & REMEMBERED

ON-SITE RECOGNITION THAT RESONATES WHEN YOUR BRAND STANDS ALONGSIDE A CAUSE PEOPLE BELIEVE IN.



EVENT PROGRAM

A LASTING TAKE-HOME PIECE

- Sponsor logos and messaging featured in a professionally designed program viewed by every guest
- Programs serve as a keepsake, extending brand visibility beyond event night



EVENT SIGNAGE

HIGH-VISIBILITY BRAND PLACEMENT

- Strategic logo placement throughout the venue in high-traffic areas
- Consistent exposure from arrival through the final program moments



EVENT MATERIALS

WOVEN INTO THE EXPERIENCE

- Brand recognition included on select event materials and displays
- Seamless integration into the guest experience without feeling intrusive

A NIGHT PEOPLE WANT TO ATTEND



PAWSapalooza blends purpose with experience, creating an atmosphere guests genuinely look forward to each year.

- Live entertainment and engaging programming
- Silent and live auctions
- High-energy moments paired with powerful mission storytelling
- A welcoming environment that encourages generosity and connection

THE RESULT IS AN EVENT THAT DRAWS ATTENTION, BUILDS MOMENTUM, AND KEEPS SPONSORS TOP OF MIND.



RODNEY ATKINS
2025 Headliner

WHY SPONSORS CHOOSE PAWSAPALOOZA

PAWSapalooza is designed to attract an engaged, mission-driven audience who cares deeply about pets, community, and the veterinary teams who serve them. While the entertainment creates excitement, the heart of the event is meaningful connection, and that is where our sponsors shine.

YOUR BRAND, FRONT & CENTER

SPONSORS RECEIVE VISIBILITY WELL BEYOND THE EVENT NIGHT THROUGH A MULTI-CHANNEL MARKETING STRATEGY DESIGNED TO MAXIMIZE REACH, FREQUENCY, AND IMPACT.



PAID DIGITAL ADVERTISING

TO AN AUDIENCE THAT SEES PETS AS FAMILY

- Over 1.2 million impressions across Meta campaigns
- 600,000+ reach through targeted ads across five states

EMAIL MARKETING

CONSISTENT, HIGH-ENGAGEMENT EMAIL

- 12+ email campaigns created
- Over 100,000 email deliveries
- 40%+ open rate
- 2% click rate, driving consistent engagement and awareness



RADIO ADVERTISING & PROMOTION

TRUSTED VOICES, WIDE REACH

- 30-second ads played over 500 times
- DJ live mentions and on-air conversations in addition to recorded ads
- Event included on website and social channels

THE POWER OF OUR PAWRtNER CLINIC NETWORK

One of the most unique and valuable exposures PAWSapalooza sponsors receive is access to our nationwide clinic network.

- 235+ PAWrtnr Clinics across 32 states
- Each clinic receives marketing materials through our Media Kit

- Clinics are encouraged to share event details directly with pet families and their communities



THIS GRASSROOTS REACH CONNECTS SPONSOR BRANDS DIRECTLY TO TRUSTED VETERINARY TEAMS AND HIGHLY ENGAGED PET LOVERS.

2026 SPONSORSHIP & TICKET LEVELS

VISIT
[PAISLEYPAWS.ORG/PAWSAPALOOZA](https://paisleypaws.org/pawsapalooza)
 FOR MORE DETAILS

AS A PAWSAPALOOZA SPONSOR, YOU'RE NOT JUST GAINING BRAND EXPOSURE. YOU'RE JOINING A MISSION THAT IS CHANGING LIVES ACROSS THE COUNTRY.

| SPONSOR BENEFIT | SHOW-STOPPER | STANDING OVATION | CENTER STAGE | SPOTLIGHT | PUNCHLINE | MARQUEE PAWRTNER | ENCORE PAWRTNER |
|---|---|---|---|---|--------------------------------------|--------------------------------------|--------------------------------------|
| Logo/Name inclusion on all TV, radio, print, digital advertising & PAWSapalooza logo (Immediate target audiences NW Missouri/SE Kansas) | | | | | | | |
| Digital billboard advertisement 4 weeks 14' x 48' (I-35/I-435) 280,823 weekly impressions | | | | | | | |
| Custom Corporate promotion on all event flyers shared on social media and in 300+ PAWrtner Clinics in 31+ states | | | | | | | |
| Sponsor may include a promotional giveaway for charity concert guests | | | | | | | |
| Ad/Name recognition in Paisley Paws newseltter, reaching over 13,000 readers nationwide | Name | Name | Name | Name | | | |
| Rotating digital ad on 16 screens during charity event | | | | | | | |
| Social media promotion (Facebook, Instagram, LinkedIn) | | | | | | | |
| Message/Logo on event slideshow | Message + Logo | Message + Logo | Message + Logo | Logo | Logo | Logo | Name |
| Recognition in PAWSapalooza printed program | Full Page | Full Page | Half Page | Half Page | Quarter Page | Logo | Logo |
| Meet & greets with entertainment | 10 | 6 | 4 | | | | |
| Logo/Name inclusion on PaisleyPaws.org | Logo/Hyperlink | Logo/Hyperlink | Logo/Hyperlink | Logo/Hyperlink | Logo/Hyperlink | Logo/Hyperlink | Logo/Hyperlink |
| Reserved seating in theater | 4 Tables 40 Guests | 3 Tables 30 Guests | 2 Tables 20 Guests | 1 Table 10 Guests | 1 Table 10 Guests | 1 Table 10 Guests | 1 Table 10 Guests |
| Private VIP cocktail reception with Appetizers and Drinks from 5:00 PM to 6:30 PM Access to A'List Lounge & Grand Lobby | 40 Guests Access to A'List Lounge & Grand Lobby | 30 Guests Access to A'List Lounge & Grand Lobby | 20 Guests Access to A'List Lounge & Grand Lobby | 10 Guests Access to A'List Lounge & Grand Lobby | 10 Guests Access to Grand Lobby Only | 10 Guests Access to Grand Lobby Only | 10 Guests Access to Grand Lobby Only |
| VIP parking passes | 10 Passes | 6 Passes | 4 Passes | | | | |
| SOME BENEFITS SUBJECT TO PRINT DEADLINES | \$100,000 SECURED | \$50,000 | \$25,000 | \$10,000 | \$7,500 | \$5,000 | \$2,500 |

PAWSAPALOOZA TICKET OPTIONS

EARLY BIRD TICKETS

Available April 2, 2026 - June 2, 2026

EARLY PAW PASS INDIVIDUAL TICKET \$75

Limit 6 Tickets Per Person

THE PAWSOME FOUR PACK \$295

4 Individual Tickets

THE PAWRTY OF SIX PACKAGE \$445

6 Individual Tickets

REGULAR PRICE TICKETS

Available June 3, 2026 - Oct 24, 2026

INDIVIDUAL TICKET \$125

DATE NIGHT PACKAGE \$225

2 Individual Tickets

THE PAWSOME FOUR PACK \$475

4 Individual Tickets

THE PAWRTY OF SIX PACKAGE \$725

6 Individual Tickets

TABLE OF PURRPOSE \$1500

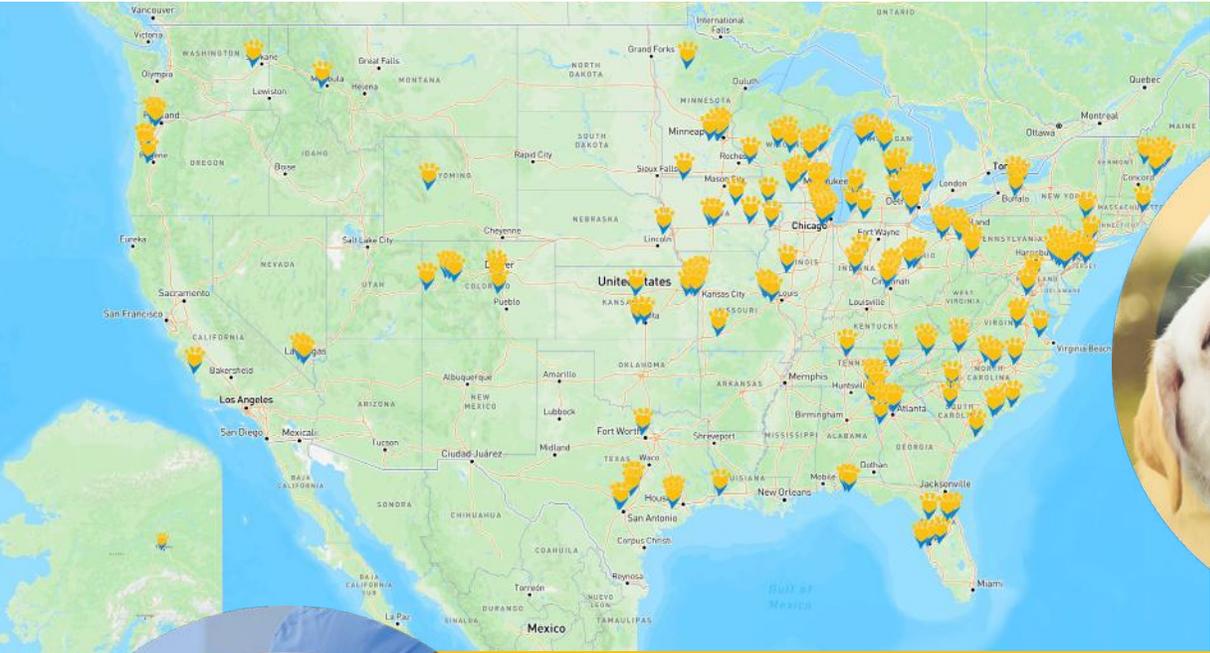
Table for 10 with logo recognition on the event slideshow.

Package tickets ensure your group is seated together so you can share the evening together. For an even more memorable experience, reserve a full table and bring ten guests for a night of music and meaningful impact.

BECAUSE THE BEST NIGHTS ARE THE ONES SHARED TOGETHER.

SAVING LIVES ACROSS THE COUNTRY

YOUR GENEROSITY IS ENHANCING THE LIVES AND OUTCOMES FOR PETS AND THEIR PET FAMILIES WHILE SUPPORTING THE PEOPLE WHO MAKE HEALING POSSIBLE



PAWRtNER CLINIC ANGEL FUND IMPACT



235+ PAWRtner Clinics across 32 states, including corporate and independent practices, united to reduce hardship euthanasia nationwide.

785+ pet families supported through our growing PAWRtner Clinic Network as of February 2026, helping pets stay with the families who love them.

Over \$460,000 invested in critical veterinary services, providing real support when financial barriers would otherwise put outcomes at risk.



BETTERMENT OF MENTAL HEALTH IMPACT

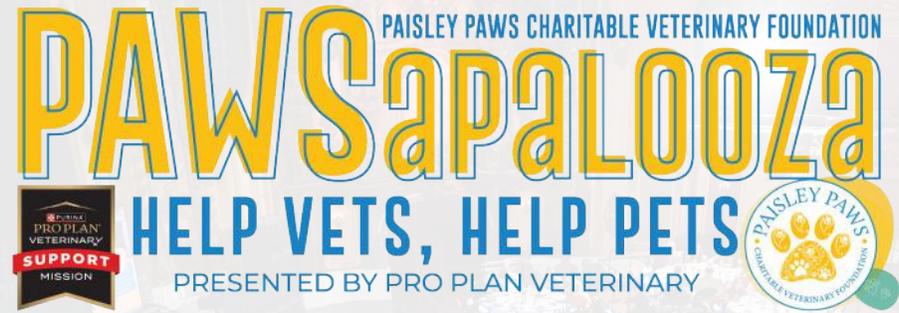
STRONGER TOGETHER - SUPPORTING VETERINARY TEAM MEMBERS

Investing in Resilience: **\$30,000** fueling mental wellness.

6 veterinary teams empowered with specialized, critical mental health support.

THE IMPACT YOUR SUPPORT MAKES THIS YEAR

- Every sponsorship fuels life-saving and life-enhancing work, reducing hardship euthanasia through our PAWRtner Clinic Network.
- Strengthening mental health support for veterinary team members.
- Expanding our reach so more clinics, pets, and families receive help when they need it most.



PAWSapalooza is more than an event. It's a catalyst for transformational change, powered by generosity, community, and compassion. Your PAWrtnership helps accelerate that impact.

Align with a cause that resonates deeply with pet families, veterinary team members, and animal lovers across the country. Supporting PAWSapalooza 2026 offers meaningful visibility, real impact, and an opportunity to uplift the pets, families, and veterinary teams who need it most.

Whether you're an individual looking to make a difference or an organization seeking to reach a passionate audience and give back in a powerful way, we have a sponsorship option that's right for you.

PAWRTNER WITH US. CONNECT TODAY TO DISCUSS THE PAWRTNERSHIP OPPORTUNITY THAT'S RIGHT FOR YOU.

Executive Director, Andrea McKown | Andrea.McKown@PaisleyPaws.org | 417-894-9932

[2026 PAWSapalooza PAWRTNERSHIP COMMITMENT FORM](#)

[2026 PAWSapalooza EVENT PAGE](#)