



**Sept. 24, 2026**  
**The Indianapolis Propylaeum**

Attendance: 350+ Expected  
Rain Date: Oct. 1, 2026

**Sponsorship Opportunities:** Pet Friendly Services of Indiana invites you to support the Indy Hair Ball, a dog-friendly outdoor concert in the heart of downtown Indianapolis. Held at the historic Propylaeum, this evening event brings together animal lovers, community members, and adoptable pets for a fun and meaningful celebration. Proceeds benefit statewide spay/neuter programs that prevent pet overpopulation and save lives.

By sponsoring this event, your business will gain visibility with an engaged and compassionate audience while demonstrating a commitment to animal welfare in Indiana.

### Event Highlights

- **Concert** featuring My Yellow Rickshaw
- **Beer, wine, and food trucks** on-site
- **Vendors & outdoor fun** for everyone to enjoy
- **Adoptable dogs and cats** from local rescues
- **Family and pet-friendly** atmosphere
- **Promotional reach** through press releases, social media campaigns, and a dedicated Facebook event
- **Beautiful downtown location** at the Indianapolis Propylaeum



Your sponsorship helps fund essential spay/neuter surgeries for Indiana's cats and dogs—keeping animals out of shelters and in loving homes. Join us in making a difference while connecting with a passionate audience!



**PET FRIENDLY**  
SERVICES OF INDIANA™

# SPONSORSHIP LEVELS | & Benefits



**PRESENTING SPONSOR - \$2,500:** As the exclusive Presenting Sponsor, your business will receive top billing and the highest level of exposure:

- Naming rights: Indy Hair Ball presented by [Your Business Name]
- Opportunity to table or display materials at the event
- Logo prominently displayed in front of the stage and event signage
- Inclusion in event poster, press release, and social media promotions
- Dedicated social media post with custom sponsor acknowledgment
- Verbal recognition from stage during the event
- Logo placement on the Pet Friendly Services website
- Feature in Pet Friendly Services' newsletter
- Opportunity to provide branded giveaways for attendees (sponsor provides)

**TOP DOG SPONSOR - \$1,000:** The perfect opportunity for high-impact exposure and community engagement:

- Logo placement on event signage and printed materials
- Opportunity to provide branded giveaways for attendees (sponsor provides)
- Social media post with all sponsors
- Verbal recognition from stage during the event
- Logo placement on the Pet Friendly Services website
- Logo placement in the Pet Friendly Services newsletter



**COOL CAT SPONSOR - \$500:** Ideal for local businesses looking to show support in a visible way:

- Logo placement on event signage
- Social media post with all sponsors
- Verbal recognition from stage during the event
- Logo placement on the Pet Friendly Services website

**PAW-SOME SUPPORTER - \$250:** A great option for individuals and small businesses:

- Name listed on event signage and website
- Thank-you mention on social media



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**Expand Your Impact!** Event Attendees: 350+,  
Newsletter Subscribers: 30,000+, Social Media Followers: 31,000+