PET SET GIFTING26

SPONSORSHIP OPPORTUNITIES

Tuesday, November 10, 2026 | 6:00–8:00 PM

J-Bar-M Barbecue | 2201 Leeland Street, Houston, TX 77003

An Audience With a Reason to Connect

At PetSet's Gifting Event, PetSet will award grants to more than 120 animal welfare organizations and recognize the people behind their vital work. For businesses, sponsorship offers an opportunity to engage directly with rescue and shelter leaders, introduce relevant products and services, and build relationships that can result in organizational purchases, referrals and new customers.

Attendees represent groups of varying sizes, specialties and operating models, with needs ranging from veterinary care, medications, food and supplies to insurance, technology, transportation and business services. Sponsors can demonstrate how their offerings help these groups care for animals, manage costs and operate more efficiently.

Reach Beyond the Event

Participating organizations maintain year-round connections with adopters, foster families, volunteers, donors and pet owners. Sponsors have the opportunity to extend their reach beyond the event by providing relevant offers or resources that these groups may choose to share through adoption packets, newsletters, social media and other community outreach.

Sponsorship opportunities can be tailored to business goals, whether introducing a new product, demonstrating a service, offering a guest discount or inviting attendees to connect through a dedicated QR code. Businesses serving pet owners can also provide materials for participating groups to share with their broader communities.

Choose Your Sponsorship

Every sponsorship supports PetSet's mission to end animal homelessness while providing businesses a meaningful opportunity to connect with the animal welfare community.

PRESENTING SPONSOR	PREMIER SPONSOR	SUPPORTING SPONSOR	CONTRIBUTING SPONSOR
$10,000	$5,000	$2,500	$1,000
Lead visibility and a featured introduction	Direct engagement and product or service demonstration	Guest offer distribution and sponsor recognition	Entry-level visibility and a shared resource

PRESENTING SPONSOR — $10,000

One opportunity available. Lead the event's sponsor presence and introduce your business directly to the organizations in attendance.

- Presenting recognition as "PetSet's Gifting Event presented by [Company]" on event sponsor signage and designated event communications.
- Premier logo placement on the event webpage and sponsor materials.
- A brief speaking opportunity during the program to introduce your company and a relevant product, service or offer.
- Priority placement for a staffed display table and an opportunity to demonstrate your offering during guest networking.
- Distribution of one approved coupon, sample or promotional item to every guest.
- One dedicated PetSet social media sponsor spotlight and featured placement in one PetSet event follow-up email.
- A shareable digital offer or resource included in PetSet's post-event communication to participating organizations.

PREMIER SPONSOR — $5,000

Build relationships with organizational leaders and give guests a reason to explore your products or services.

- Prominent logo recognition on the event webpage, sponsor signage and event materials that list sponsors.
- A staffed display table with an opportunity for product or service demonstrations during guest networking.
- Verbal recognition during the event program.
- Distribution of one approved coupon, sample or promotional item to every guest.
- Recognition in a PetSet social media sponsor acknowledgment and one event follow-up email.
- A shareable digital offer or resource included in PetSet's post-event communication to participating organizations.

SUPPORTING SPONSOR — $2,500

Put a targeted offer directly into guests' hands and create a clear path to learn more or sign up.

- Logo recognition on the event webpage, sponsor signage and event materials that list sponsors.
- Verbal recognition during the event program.
- Distribution of one approved coupon, sample or promotional item to every guest.
- A shareable digital offer or resource included in PetSet's post-event communication to participating organizations.

CONTRIBUTING SPONSOR — $1,000

Introduce your business through event recognition and a useful resource for participating organizations.

- Company name recognition on the event webpage and shared sponsor signage.
- One digital offer or resource link included in PetSet's post-event communication to participating organizations.

Turn Participation Into Results

PetSet will work with each sponsor to shape an activation that aligns with its business goals and selected sponsorship level. Whether through product demonstrations, special offers or direct engagement, the goal is to create meaningful connections and opportunities that extend beyond the event.

REACH ORGANIZATIONAL BUYERS

Highlight organizational pricing, purchasing options and practical solutions that address the operational needs of rescue and shelter groups.

ACQUIRE PET-OWNER CUSTOMERS

Develop an offer tailored to adopters and foster families, with a digital version that participating organizations may choose to share with their communities.

MEASURE RESPONSE

Use a dedicated landing page, QR code or promotional code to track inquiries, redemptions and new customers. Sponsors manage their own lead capture and conversion reporting.

Participation Details

Sponsors provide approved logos, promotional copy, offer terms and any physical items for distribution. PetSet and each sponsor will confirm delivery deadlines, display requirements and program arrangements before the event. Samples, demonstrations and promotional materials are subject to PetSet approval and venue requirements.

Guest discounts, samples and products are provided in addition to the sponsorship investment. Offers intended for sharing with adopters or foster families should clearly state eligibility, expiration and redemption instructions.

PetSet will deliver the recognition and distribution included at each level. Further sharing by grant recipients is voluntary. Sponsorship does not guarantee sales, referrals, attendance by a particular organization or access to attendee or recipient contact lists. The Presenting Sponsor receives exclusive presenting recognition; product category exclusivity is not included.

Become a Sponsor

Contact PetSet's Development team at development@pet-set.org to select your level and discuss the best way to introduce your business to this engaged community. Sponsorship is confirmed through written acceptance and payment arrangements with PetSet.