



2026

RAGS & WAGS

SPONSORSHIP OPPORTUNITIES





# RAGS TO WAGS

October 24, 2026 | [austinhumanesociety.org/RagsToWags](https://austinhumanesociety.org/RagsToWags)

## AUSTIN HUMANE SOCIETY'S 21<sup>ST</sup> ANNUAL RAGS TO WAGS GALA

Each fall hundreds of Austin's biggest animal lovers gather to celebrate another year of saving lives at the Austin Humane Society's Rags to Wags gala. We want you to join us this year on Saturday, October 24, 2026 at the gorgeous Renaissance Hotel in northwest Austin.

Sponsorship and naming opportunities are now available, and your support will directly fund crucial parts of AHS' mission. Each year we provide life-saving services for animals, and the people who love them, across Central Texas. The value of your sponsorships extends well beyond the night of the events and allows us to serve over 13,000 animals in need each year through our programs. Last year's Rags to Wags sponsors made a tremendous impact on our operations this year:



**\$850,000  
RAISED AT  
OUR 2025 RAGS  
TO WAGS GALA**

**2,500+**  
ANIMALS ADOPTED  
INTO NEW HOMES



**6,100+**  
SPAY & NEUTER  
SURGERIES PERFORMED

**115,000 LBS  
OF FOOD DISTRIBUTED  
VIA PET FOOD PANTRY**



Don't delay securing your sponsorship or naming opportunity today for this year's extraordinary gala! This year's theme is top secret, but we are going to pull off a mission that is so impawssible we couldn't do it without your support! By confirming your sponsorship today you can help us continue our life-saving work. This year's event will include cocktail hour, silent & live auctions, adoptable animals, heart-warming stories, photos booth and other fun activations, plus a three-course dinner with premium wine service. By becoming a Rags to Wags sponsor you will have access to our widespread network of supporters through shoutouts and recognition via social media, email, newsletters, website visits and on-site marketing.

| Website                           | E-newsletter<br>(e-Scoop)                   | Social Media                                         | Signage<br>at Event       |
|-----------------------------------|---------------------------------------------|------------------------------------------------------|---------------------------|
| 100,000+<br>monthly page<br>views | Sent to 46,000+<br>individual<br>supporters | 50,000+ Facebook &<br>32,000+ Instagram<br>followers | Visible to<br>600+ guests |



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## EXCLUSIVE NAMING OPPORTUNITIES

|                            | <b>SOLD</b>        |                       | <b>SOLD</b>               |                               |                           |                               | <b>SOLD</b>               | <b>SOLD</b>     | <b>SOLD</b>         | <b>SOLD</b>                   |
|----------------------------|--------------------|-----------------------|---------------------------|-------------------------------|---------------------------|-------------------------------|---------------------------|-----------------|---------------------|-------------------------------|
|                            | Presenting Sponsor | Cocktail Hour Sponsor | VIP Cocktail Hour Sponsor | Live Auction Sponsor          | AHS Mission Sponsor       | Fashion Show Sponsor          | Golden Ticket Sponsor     | Dessert Sponsor | Centerpiece Sponsor | Photo Booth Sponsor           |
| Gift Level                 | \$30,000           | \$25,000              | \$20,000                  | \$20,000                      | \$15,000                  | \$15,000                      | \$10,000                  | \$10,000        | \$5,000             | \$5,000                       |
| Number of Tables           | 2                  | 2                     | 2                         | 2                             | 1                         | 1                             | 1                         | 1               | 1                   | 1                             |
| VIP Cocktail Hour Tickets  | 20                 | 20                    | 20                        | 20                            | 10                        | 10                            | 10                        | 10              |                     |                               |
| Champagne Service at Table | ✓                  | ✓                     | ✓                         | ✓                             | ✓                         | ✓                             |                           |                 |                     |                               |
| Hotel Room for Table Host  | 1                  | 1                     | 1                         | 1                             |                           |                               |                           |                 |                     |                               |
| Recognition                | All                | Cocktail Hour Signage | VIP Cocktail Signage      | On Screen During Live Auction | Included in Mission Video | On Screen During Fashion Show | Signage at Raffle Station | Dessert Pick    | Centerpiece Signage | Logo on Photo Booth printouts |

**Please note, only one naming opportunity is available per level. We kindly request full sponsorship payment by Monday, October 19, 2026.**

All Rags to Wags Naming Opportunities Include:

- Invitation for all guests to attend our cocktail hour.
- Logo or named listing in the evening's printed program\*, on the AHS Rags to Wags sponsor page (including hyperlink) and night of recognition on event materials.
- Inclusion in post-event thank you email.
- AHS social media mentions.

**\*Deadline to be included in the Rags to Wags printed program is Monday, October 5th, 2026.**



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## SPONSORSHIP LEVELS

|                            | Hero                                         | Guardian                                       | Champion                                           | Best Friend                              | Shelter Star                              |
|----------------------------|----------------------------------------------|------------------------------------------------|----------------------------------------------------|------------------------------------------|-------------------------------------------|
| Gift level                 | \$15,000                                     | \$10,000                                       | \$6,000                                            | \$3,500                                  | \$1,500                                   |
| Number of Guests           | 10                                           | 10                                             | 10                                                 | 10                                       | 4                                         |
| Champagne Service at Table | 10                                           | 10                                             |                                                    |                                          |                                           |
| VIP Cocktail Hour Tickets  | ✓                                            | ✓                                              | ✓                                                  |                                          |                                           |
| Sponsorship Impact         | Covers a week of shelter stay for 43 animals | Provides spay/neuter surgeries for 100 animals | Provides vaccinations & microchips for 350 animals | Provides full medical care for 7 animals | Provides 30 nights of stay for one animal |

### Can't attend? Sponsor a table for our incredible volunteers! (3 available)

If you are unable to join us in person, consider sponsoring a table for our AHS volunteers! This is a wonderful opportunity to sponsor 10 volunteers at a table for \$5,000 (fully tax-deductible).

**We kindly request full sponsorship payment by Monday, October 19, 2026**

All Rags to Wags Sponsorship levels include:

- Logo or listing displayed in the evening's printed program\*, AHS' event landing page and Rags to Wags sponsor page (with hyperlink), and night of recognition on event materials.
- Inclusion in Thank You email post event.
- AHS social media mentions.

**Deadline to be included in the Rags to Wags printed program is Monday, October 5, 2026.**



## AUCTION ITEM DONATION

Be a part of the 2026 Rags to Wags gala by providing an in-kind donation to our fan-favorite silent auction! Gifts can include hotel stays, gift cards, certificates for good or services, local or unique Texas experiences, travel, jewelry, animal-themed items and more! Your business name, logo and website will be highlighted on our Rags to Wags landing page as well as on the virtual auction website where more than 1,000 animal advocates will bid to win.



In-kind donors will receive recognition on the AHS website with a linked mention on our In-Kind Sponsors page found at [www.austinhumanesociety.org/events/ragstowags/in-kind-sponsors/](https://www.austinhumanesociety.org/events/ragstowags/in-kind-sponsors/) as well as a special mention on our online bidding platform.

To submit an in-kind donation to our Rags to Wags Silent or Live Auction please complete the attached form and email our team at [events@austinhumanesociety.org](mailto:events@austinhumanesociety.org)

**Please note the deadline to submit auction items is Friday, October 9, 2026. We kindly request that all items have a minimum value of \$100.**



# RAGS & WAGS

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## PLEASE COMPLETE AND RETURN

| NAMING OPPORTUNITIES                |                                                                                         | SPONSORSHIP OPPORTUNITIES |                      |
|-------------------------------------|-----------------------------------------------------------------------------------------|---------------------------|----------------------|
| <input checked="" type="checkbox"/> | \$30,000 Presenting Sponsor                                                             | <input type="checkbox"/>  | \$15,000 Hero        |
| <input type="checkbox"/>            | \$25,000 Cocktail Hour Sponsor                                                          | <input type="checkbox"/>  | \$10,000 Guardian    |
| <input type="checkbox"/>            | \$20,000 VIP Cocktail Hour Sponsor                                                      | <input type="checkbox"/>  | \$6,000 Champion     |
| <input type="checkbox"/>            | \$20,000 Auction Sponsor                                                                | <input type="checkbox"/>  | \$3,500 Best Friend  |
| <input type="checkbox"/>            | \$15,000 AHS Mission Sponsor                                                            | <input type="checkbox"/>  | \$1,500 Shelter Star |
| <input type="checkbox"/>            | \$15,000 Fashion Show Sponsor                                                           |                           |                      |
| <input checked="" type="checkbox"/> | \$10,000 Golden Ticket Sponsor                                                          |                           |                      |
| <input checked="" type="checkbox"/> | \$10,000 Dessert Sponsor                                                                |                           |                      |
| <input checked="" type="checkbox"/> | \$5,000 Centerpiece Sponsor                                                             |                           |                      |
| <input checked="" type="checkbox"/> | \$5,000 Photo Booth Sponsor                                                             |                           |                      |
| <input type="checkbox"/>            | Can't attend? Sponsor a table for our incredible volunteers for \$5,000! (3 available). |                           |                      |
| <input type="checkbox"/>            | I cannot attend but I would like to make a gift of \$ _____                             |                           |                      |

Contact Name \_\_\_\_\_ Company/Organization (Print Listing) \_\_\_\_\_

Website \_\_\_\_\_

Company Facebook Account \_\_\_\_\_ Company Instagram Account \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make checks payable to Austin Humane Society and remit payment to:  
Austin Humane Society  
Attn: Rags to Wags  
124 W. Anderson Lane, Austin, TX 78752

For Additional Information:  
Alexa Singer, Events Manager  
[events@austinhumanesociety.org](mailto:events@austinhumanesociety.org)  
512.685.0134  
Tax ID #74-6013665

All proceeds benefit Austin Humane Society's lifesaving programs that support animals and people in need within the Central Texas community.



# RAGS TO WAGS

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## RAGS TO WAGS 2026 AUCTION DONATION FORM

The donor agrees to contribute the following item(s) to the Rags to Wags auction.

Donations of goods or services are tax deductible to the fullest extent allowed by law.

*\*Deadline to submit an item is Friday, October 9, 2026*

☐ Please show my  
gift as anonymous

DONOR / ORGANIZATION NAME (AS IT SHOULD APPEAR IN PRINT)

CONTACT NAME / TITLE

WEB ADDRESS (LANDING PAGE TO LINK TO FROM THE RAGS TO WAGS WEBSITE)

ADDRESS CITY STATE ZIP

PREFERRED PHONE NUMBER EMAIL (PRIMARY CONTACT METHOD)

FACEBOOK ACCOUNT NAME INSTAGRAM ACCOUNT NAME

ITEM(S) (200 max character limit)

DESCRIPTION (200 max character limit)

ANY RESTRICTIONS THAT APPLY (EXPIRATION DATE, BLACK OUT DATES, ETC)

\$

RETAIL VALUE (SUGGESTED MIN. \$100)

☐ DROP-OFF DATE OR ☐ PICK-UP DATE (CHECK ONE)

☐ Gift Certificate Enclosed ☐ I will mail at a later date ☐ Please create gift certificate

DONOR SIGNATURE

### BENEFITING THE AUSTIN HUMANE SOCIETY

All proceeds benefit Austin Humane Society's lifesaving programs that support animals and people in need within the Central Texas community.

### QUESTIONS?

Contact our Events Team at 512.685.0118 or [events@austinhumanesociety.org](mailto:events@austinhumanesociety.org).

### THANK YOU!

The Austin Humane Society gratefully acknowledges your generous donation. We reserve the right to auction or otherwise use donated items in the manner we feel will maximize contributions to our agency.

### MORE INFORMATION

[austinhumanesociety.org/RagsToWags](https://austinhumanesociety.org/RagsToWags)

A 501 ( C ) 3 ORGANIZATION  
TAX ID 74-6013665

MAIL TO:  
AUSTIN HUMANE SOCIETY  
ATTN. RAGS TO WAGS GALA  
124 W. ANDERSON LANE  
AUSTIN, TX 78752