PATTY BAKER HUMANE SOCIETY
NAPLES

2027 SPONSORSHIP OPPORTUNITIES

STUDIO UNLEASHED
PET LOVERS GALA

A SIGNATURE EVENT OF PBHSN

Mirage ball glamour

Pet Lovers *Gala*

STUDIO UNLEASHED

One night. The best door in Naples. Every guest a star. Every dollar a second chance gained.

DATE	VENUE	THE NIGHT
Friday February 26, 2027	Elite Jets Hangar Naples Airport	Cocktails · Dinner · Auction · Paddle-Raise · Dancing

ABOUT PET LOVERS GALA

The most glamorous night Naples throws all year.

For 23 years, the **Pet Lovers Gala** has been the night Naples clears its calendars. In 2027 we open the velvet rope on *Studio Unleashed* — a disco-era gala and party for one unforgettable evening inside the Elite Jets Hangar at Naples Airport, where private jets give way to mirror balls and a glittering crowd, in celebration of the most beloved shelter pets in all of Southwest Florida.

The night moves the way the best ones do: a cocktail reception, dinner under the lights, a live auction that brings the room to its feet, a paddle-raise that turns a hangar full of animal lovers into a lifeline, and dancing late into the night. This is where Naples' most generous come together. Your brand belongs beside them.

Every sponsorship dollar works twice — once for your brand or organization, and once for the animal who needs us most.

DATE	Friday, February 26, 2027
VENUE	Elite Jets Hangar at Naples Airport
FORMAT	Cocktails · Disco-glam Dinner · Auction · Paddle-Raise · Dancing
ATTIRE	Studio Fifty-formal
THE EVENT	Naples' premier gala celebration of shelter pets

23
YEARS - A NAPLES TRADITION

~$1M
RAISED IN 2026

No. 1
LARGEST PBHSN FUNDRAISER

STUDIO UNLEASHED
PET LOVERS GALA

CHAPTER TWO

Where your investment goes.

The Pet Lovers Gala is our single largest fundraiser of the year. It funds the medical care, the shelter, and the room to say yes to animals who've run out of other options. When you sponsor the gala, you're not underwriting an event. You're funding the work that happens every day after it.

ANIMALS PLACED SINCE 1960

110,000+

More than one hundred thousand cats and dogs placed into permanent, loving homes.

LIVE-RELEASE RATE

96%

Because outcomes come from daily rounds, behavior work, and a team that plans a pathway for every animal.

IN OUR CARE, ANY GIVEN DAY

~400

Cats, dogs, puppies and kittens in our care under our roof, and in foster homes.

OF EVERY DOLLAR TO PROGRAMS

88¢

Goes directly to medical care, food, and adoption.

What your sponsorship actually funds.

$2,500
SPAY/NEUTER FOR 25 ANIMALS

$10,000
A MONTH OF FOOD FOR EVERY PET IN OUR CARE

$40,000
PLAYGROUPS FOR A YEAR

A NOTE FROM LEADERSHIP

"When you support the Pet Lovers Gala, you're not buying a sponsorship. You're underwriting the moment a scared shelter pet becomes someone's whole world!"

— BECCA MORRIS, CEO · PBHSN

CHAPTER THREE · LEAD THE NIGHT

Ways to own the night.

The greatest impact on the single biggest night for helping homeless and at-risk pets.

EXCLUSIVE · ~~1 AVAILABLE~~

Presenting Sponsor

$50,000 [SOLD]

The marquee partnership. Your name leads the Pet Lovers Gala from the first save-the-date to the final encore — the single most visible philanthropic alignment of the Naples season.

HOSPITALITY

- Two (2) prime tables of 10 at the front of the room
- Reserved VIP lounge seating with dedicated dinner service
- Four (4) Patron Party tickets · valet arrival

VISIBILITY & RECOGNITION

- "Presented by" lockup on all collateral, signage & website with link
- Opportunity to address the audience from the stage
- Full-page program ad · emcee and on-stage recognition

EXPERIENCE, PR & YEAR-ROUND

- A dedicated branded adoption day at PBHSN in your name
- Dedicated social feature and newsletter story
- Three-year rate lock and first right of renewal

ONLY 2 REMAINING

Visionary Sponsor

$25,000

A significant partnership and support-level for those who want to lead. Premium placement, a stage moment, and standing among the select few who make this night possible.

HOSPITALITY

- One (1) prime table of 10 · four (4) Patron Party tickets · valet arrival

VISIBILITY & RECOGNITION

- Prime logo on all collateral, signage & website with link
- Full-page program ad · emcee and on-stage recognition

EXPERIENCE, PR & YEAR-ROUND

- Dedicated PBHSN social post
- Recognition across pre- and post-event marketing
- First right of renewal for 2028

CHAPTER THREE

One moment. The whole room. *Raise the paddle.*

Every year, the night builds to a single moment. The lights come up, the room goes quiet, and Naples decides together what kind of community it wants to be. In 2027, every paddle lifts for one cause.

THE 2027 CAUSE

PBHSN's Community Resource Hub

Our Community Resource Hub allows us to care for both ends of the leash, keeping pets in their homes and out of shelters.

Wellness & Enrichment

Behavior and training work that helps anxious, fearful, harder-to-place animals become adoptable.

Denny Plesea Pet Food Pantry

Keeping pets fed and in their homes when families hit hard times.

The Compassionate Care Fund

Emergency and advanced medical care for animals who would otherwise have nowhere to turn.

Operation Rescue

Pulling animals out of crisis, neglect, and unplanned and giving them a path home.

When the paddles go up, this is what they fund. Your presence is front and center for the night's biggest moment.

EXCLUSIVE
1 AVAILABLE

Paddle Raise Spotlight — $12,500

The single most powerful moment of our biggest night — and it could carry your name. You own the Community Resource Hub appeal end to end: the cause, the call, and the crescendo when the whole room lifts together.

VISIBILITY & THE MOMENT

- Named from the stage as sponsor of the Paddle Raise
- Woven through the emcee's scripted paddle-raise remarks
- Your logo on every bid paddle in the room
- On-screen recognition throughout the event

HOSPITALITY & RECOGNITION

- Reserved table of eight (8) with prime seating
- Four (4) Patron Party tickets · valet arrival
- Logo on collateral, signage, paddle raise paddles & PBHSN website with link
- Full-page program ad · emcee recognition

THE GIVING LADDER · MIRRORED IN THE LIVE CALL

$25,000	$10,000	$7,500	$5,000	$2,500	$1,000 · $500 · $250
A month of support for our Compassionate Care fund	A full month of food for the Food Pantry	Community Microchip Clinic	Spay/Neuter for 100 pets at our mobile clinic	Foster supplies for a month	Every paddle counts; both ends of the leash

CHAPTER THREE · CONTINUED

Find your place at the table.

Six ways to step onto the floor — every tier laddered cleanly so you can see exactly what each level adds.

	Headliner $15,000	Velvet Rope $10,000	Discotheque $7,500	Champagne $5,000	Mirrorball $3,500	Studio $2,500
RESERVED SEATING	Table of 10	Table of 8	6 seats	4 seats	4 seats	2 seats
PATRON PARTY TICKETS	4	2	2	2	2	2
LOGO ON COLLATERAL & SIGNAGE	●	●	●	●	●	Name listing
LOGO ON WEBSITE (WITH LINK)	●	●	●	●	Name	Name
PROGRAM AD	Full page	Full page	Half page	Half page	Listing	Listing
EMCEE RECOGNITION	●	●	●	●	—	—
ON-STAGE / ON-SCREEN	●	●	●	—	—	—
DEDICATED SOCIAL POST	●	●	—	—	—	—
GROUP THANK-YOU POST	—	—	●	●	●	●
VALET ARRIVAL (lockup inclusion)	●	●	—	—	—	—

● Included

Pair any tier with a Signature Experience — see next page.

CHAPTER THREE · CONTINUED

Put your name on the moment everyone remembers.

Exclusive — one of each. Pair with any package tier, or stand alone. These are the night's most memorable touchpoints, and in Naples, the fastest-selling sponsorships we offer.

Entertainment
$8,000

The band, the dancefloor, the sound of the night — in your name, with thanks from the stage.

Patron Party
$7,500

Name the exclusive pre-gala party, with a speaking moment and first-impression signage.

Valet
$7,500

The first and the last touchpoint of the evening - you are the first and the last memory of the night

Auction
$5,000

Your name across the live and silent auction, all night long.

Bar Sponsor
$5,500

Branded bars and signature disco cocktails, it's your name on the busiest spot in the room.

Treat Bar
~~$3,500~~ [SOLD]

The treats that our furry friends eat, all lined up and ready for snacking.

Volunteer Hospitality
$2,500

Support, feed and thank the team that makes the night run beautifully.

Each experiential touchpoint is one-of-a-kind and can stand alone or be combined with a sponsor package for an even greater impact!

RECOGNIZED IN-KIND PARTNERS

Media Sponsor (*Sold*) · In-Kind Venue Host

Listed for completeness; secured separately.

CHAPTER FOUR · COUNT ME IN!!

Let's begin.

Sponsorships are confirmed on a first-come basis. The earlier you commit, the longer your brand rides across our pre-event marketing, press, and the night itself.

Lock your spot for three years.

Presenting and Visionary sponsors may secure their level at the 2027 rate through 2029 — guaranteeing your placement before it opens to anyone else and protecting your price against future increases. Ask Patrizia about a multi-year commitment.

KEY DATES · 2026–2027 SEASON

JULY 2026 — Sponsorships open
Presenting and Visionary by invitation first.

NOV. 2026 — Logo & collateral deadline
For pre-event marketing and save-the-dates.

JAN. 2027 — Final commitment deadline
Last day for program and signage inclusion.

FEB. 26, 2027 — Gala night
Studio Unleashed at the Elite Jets Hangar.

MARCH 2027 — Post-event recognition
Social thank-yous, season recap eblast, and a personal report on the lives you saved.

Sponsorship Commitment

Return to **patrizia.vila@pbhsnaples.org**

SPONSORSHIP LEVEL

☐ I WOULD LIKE TO SPONSOR AT THIS PACKAGE LEVEL: _____

☐ I WOULD LIKE TO ADD ON THIS EXPERIENCE _____

☐ I'm interested in a **3-year commitment** (Presenting & Visionary)

CONTACT NAME _____

EMAIL _____ PHONE _____

ADDRESS · CITY · STATE · ZIP _____

☐ CHECK ☐ SEND INVOICE ☐ PAY ONLINE ADD-ON GIFT: $ _____

Patrizia Vila · (239) 643-1555 x49 · **patrizia.vila@pbhsnaples.org**

PBHSN is a 501(c)(3). A portion of each sponsorship may be tax-deductible; a receipt will be provided.