

— 2026 SPONSORSHIP PROSPECTUS

THE VIOLET CROWN PARA-PET GAMES

DATE

October 24,
2026

VENUE

Jester King
Brewery

HOST

Violet Crown Veterinary
Specialists



— THE INAUGURAL EVENT

A festival-day for the dogs of Austin —
three-legged, wheelchair, blind, and deaf —
and the community that loves them.

IN THEIR OWN WORDS

Witness just how
unstoppable these
athletes truly are.

— Violet Crown Veterinary Specialists

Celebrate survivors. Fund lifesaving treatment.

Proceeds from the Para-Pet Games go directly into the myBalto Foundat, which oversees Violet Crown's Angel Fund.

The Angel Fund exists to help cover surgeries, treatments, and emergency procedures that pet parents would otherwise be unable to afford.

Your sponsorship keeps the fund alive — and keeps families and their pets together.

A festival-style day for dogs & their humans.

01

The Games

Adaptive agility, scent-work, frisbee, and the “Wheels & Wags” parade.

02

The Village

Sponsor & vendor booths, demonstrations from adaptive-equipment makers, rescue meet-and-greets, and a kid-friendly activity zone.

03

The Community

Live music, food trucks, Jester King beer garden, awards ceremony, and a live auction benefiting the charitable care fund.

— WHO SHOWS UP

A passionate, spending Austin pet community.



Core attendee age

Pet-owning households, Austin metro

\$198K+

Median household income

Skews professional, dual-income

72%

Identify as “dog parents”

Spend \$1,200+ on pet care annually

Three reasons your brand belongs **here.**

01

Aligned with a cause people feel.

Para-Pets are an emotional, share-worthy story. Your brand stands next to courage, recovery, and the human-animal bond — not a generic logo wall.

02

Direct access to Austin's pet economy.

Face time with hundreds of high-LTV pet parents in one of America's fastest-growing pet markets. On-site sampling, demos, and lead capture.

03

A natural fit for your customers.

Pet owners are already your customers — or want to be. This is direct, in-person face time with the exact audience that buys premium food, services, insurance, and accessories.

— WHERE YOUR LOGO LIVES

Four places your brand shows up.

01

Event banners & on-site signage
Welcome banner, finish line, stage backdrop, and beer-garden signage. The most-photographed surfaces of the day.

02

Participant medals & t-shirts
Take-home swag worn and shared by every competitor, volunteer, and staff member long after event day.

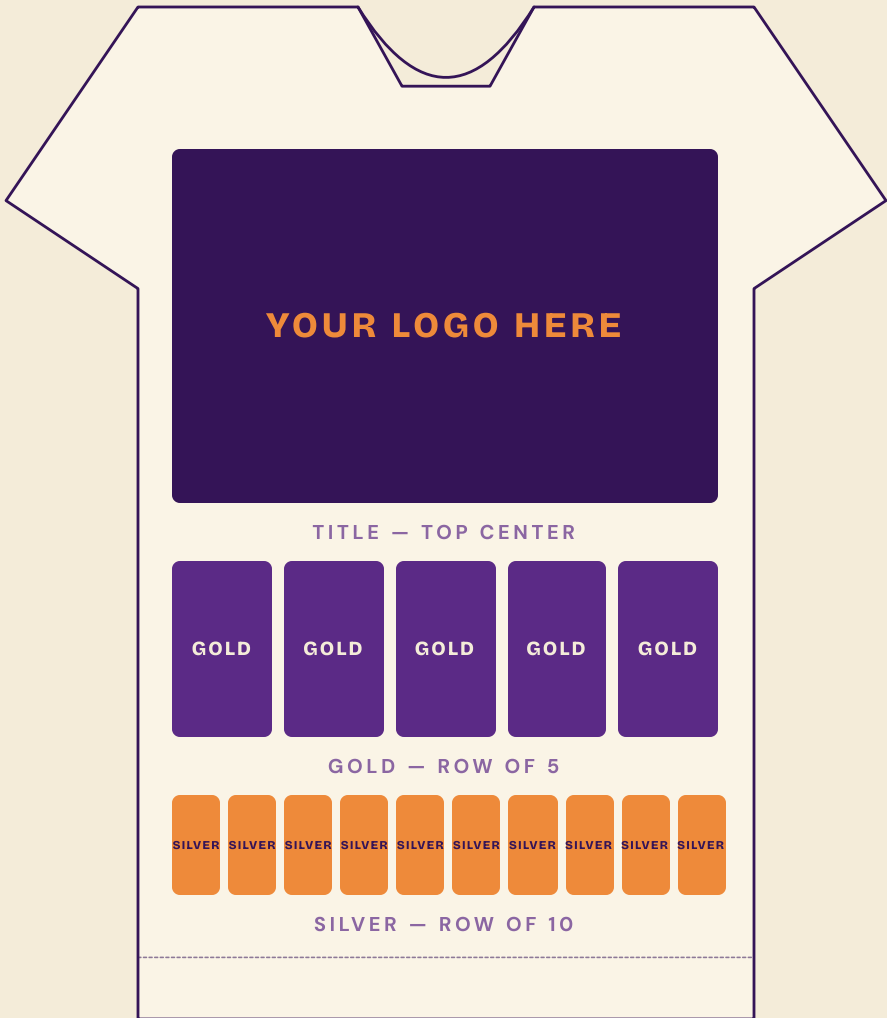
03

Sponsor wall & step-and-repeat
The photo backdrop where every attendee poses with their dog. Posted to Instagram and TikTok all day long.

04

Event website & recap posts
Year-round logo presence on the official event page, plus inclusion in recap email blasts and social wrap-ups.

EXAMPLE — EVENT T-SHIRT BACK



Logo size scales by tier · representative layout

— SPONSORSHIP TIERS

Four ways to back the pack.

TIER 01

Title

\$5,000

1 slot · exclusive

- Event named after you
- Largest logo everywhere
- Premium corner booth
- VIP table for 8

NAMING RIGHTS

TIER 02

Gold

\$2,500

5 slots available

- Named arena element
- Full-length fence banner
- LED screen + MC callouts
- VIP access for 4

ARENA PRESENTING

TIER 03

Silver

\$1,000

10 slots available

- 2 perimeter fence banners
- Named water + cool-down zones
- Website & email logo
- VIP access for 2

EVENT SUPPORTER

TIER 04

Community

\$500

Unlimited slots

- Branded fence banner
- MC shoutout from stage
- Website listing
- 2 event tickets

COMMUNITY PARTNER

● Every tier includes a free 10×10 vendor booth.

— TIER DETAIL — PREMIER

Title & Gold own the arena.

TIER 01 • 1 SLOT

Title

\$5,000
NAMING RIGHTS

- ✓ Event named after you — “Presented by [Name]” on all signage, web, Eventbrite & every MC mention
- ✓ Largest logo, top center of t-shirt back
- ✓ Branded entrance arch at the main gate
- ✓ Logo on 40-ft step-and-repeat behind stage
- ✓ Logo on arena fencing, start & finish arches
- ✓ Logo on all 200 participation medals + “[Name] Award” trophies
- ✓ 3 dedicated social posts + email features
- ✓ VIP table for 8 & premium corner booth

TIER 02 • 5 SLOTS

Gold

\$2,500
ARENA PRESENTING

- ✓ Named arena element — stage, bleachers or LED, “presented by [Name]”
- ✓ Logo on t-shirt back, second-tier row
- ✓ Full-length branded banner on arena fence
- ✓ Logo on agility jump bars
- ✓ 30-sec LED slide between every event
- ✓ MC callout at the start of each event block
- ✓ Website & email logo + 1 dedicated social post
- ✓ VIP access for 4 & free 10×10 booth

Silver & Community cover the field.

TIER 03 • 10 SLOTS

Silver

\$1,000
EVENT SUPPORTER

- ✓ Logo on t-shirt back, third-tier row
- ✓ 2 branded banner panels on the perimeter fence
- ✓ "Hydration by [Name]" on all 20 dog water stations
- ✓ Logo on event website & all email blasts
- ✓ VIP access for 2 + swag bags
- ✓ Free 10×10 vendor booth

TIER 04 • UNLIMITED

Community

\$500
COMMUNITY PARTNER

- ✓ Logo on t-shirt back, community row
- ✓ 1 branded banner panel on the arena fence
- ✓ MC shoutout from stage during acknowledgements
- ✓ Logo in the website community-sponsors section
- ✓ 2 complimentary event tickets
- ✓ Free 10×10 vendor booth

— VENDOR BOOTHS

Set up shop for the day.

\$175

per 10×10 booth

18

spaces available

1,500+

attendees all
day

FREE WITH ANY SPONSORSHIP TIER

What's included

- ✓ A 10×10 vendor space in the main vendor row
- ✓ Sell directly to 1,500+ pet-loving attendees
- ✓ Listing in the official event vendor lineup
- ✓ All-day presence at Jester King Brewery

Perfect for

Pet supply shops · Groomers · Trainers · Local makers · Food vendors · Rescues & nonprofits

— WHERE YOUR SPONSORSHIP GOES

Every dollar has a destination.



REAL PETS · REAL OUTCOMES

70%

Charitable care fund

Direct subsidy of emergency, oncology, and orthopedic procedures for families who cannot afford treatment.

20%

Event production

Venue, adaptive-agility equipment, participant medals, t-shirts, and accessibility accommodations on-site.

10%

Community programming

Year-round Para-Pet awareness initiatives, rescue partnerships, and adaptive-equipment grant matching.

— LET'S MAKE IT HAPPEN

JOIN THE PACK.

Reserve your tier or build a custom partnership. We'll respond within two business days with next steps and an invoice.

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PHONE

512-284-2877

ADDRESS

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Bee Cave, TX 78738

ONLINE

[violetcrownvet.com
/para-pet-event](https://violetcrownvet.com/para-pet-event)



SPONSORSHIP DEADLINE

September 15, 2026