

The 23rd Annual
best in show
the animal foundation 

2026 SPONSORSHIP OPPORTUNITIES



You're invited to become a sponsor and support our lifesaving efforts as we celebrate 23 years of our signature annual event, Best in Show, on April 26, 2026 at the Thomas & Mack Center at UNLV. All proceeds stay right here in Las Vegas, helping the lost and abandoned pets in our valley.



OUR STORY

The Animal Foundation takes in upwards of 80 animals a day.

The Animal Foundation is Nevada's largest animal shelter and one of the largest single-site animal shelters in the entire country. As the municipal shelter for Clark County and the cities of Las Vegas and North Las Vegas, The Animal Foundation provides lifesaving programs and services to save the lives of thousands of animals in our community daily.

BUT WE CAN'T DO IT ALONE.

To continue our mission of saving the lives of Las Vegas animals, we rely on the support and generosity of donors, organizations, and community members like you.



About Best in Show

Best in Show is Las Vegas's premier dog show and The Animal Foundation's largest annual fundraiser and community event. Best in Show is a family-friendly dog show where adoptable canines strut their stuff for celebrity judges to earn the title of "Best in Show."



In addition to adoptable dogs, guests help fundraise through the event's silent and live auction, table sponsorships, and an engaging paddle portion featuring a world-renowned auctioneer.

To view the 2025 Best in show recap, scan the QR code to the left with your phone or click [here](#).

BEST IN SHOW 2025 BY THE NUMBERS

When you become a sponsor of Best in Show, your brand will be included as part of a comprehensive event marketing plan that reaches hundreds of thousands of people via social media, online ads, and media hits every year.



Total Posts
102



Total Social Audience
167,400



Event Site Views
20,000+



Media Hits
131



TV/Radio Audience
2,545,793



Calculated Publicity Value
\$200,766



BEST IN SHOW Sponsorship Opportunities



Best in Show offers a wide range of sponsorship opportunities designed to align your brand with lifesaving impact. Each level provides meaningful visibility, unique guest experiences, and direct support for the animals in our care. We invite you to explore the following opportunities and find the partnership that best fits your goals.



TOP DOG SPONSOR

~~\$25,000~~ | **SOLD!**



- Two VIP tables for 10 on show floor (best placement)
- Gift bags and table gift for each guest
- Recognition as Top Dog Sponsor with corporate name/logo on all marketing materials (press release, on-air event promotion, event web page, event program, event sponsor signage and in show presentation)
- Logo to appear prominently with event logo
- Logo on Best in Show t-shirts
- Logo with link on event web page
- Vendor/exhibit space at VIP entrance
- Two-page spread ad in program – design included
- Selection of a dog group to sponsor, pending availability. When dog groups are fully sponsored, remaining partners will champion an Animal Foundation shelter program showcased in the event program.
- Opportunity to provide promotional materials to VIP guests in event bags (quantity: 700)
- Membership in Kennel Club (includes organization's name on dog kennel for 2026)
- Private tour of The Animal Foundation and branded t-shirts for up to 10 people



BEST IN SHOW Sponsorship Opportunities



PLATINUM COLLAR SPONSOR \$15,000 | *NEW!*

- One VIP table for 10 on show floor (premium placement)
- Gift bags for each guest
- Recognition as Platinum Collar Sponsor (event web page, event program, event sponsor signage at entrance, and in-show presentation)
- Vendor/exhibit space at VIP entrance
- Full-page ad in event program (7.5" x 10") – design included
- Selection of a dog group to sponsor, pending availability. When dog groups are fully sponsored, remaining partners will champion an Animal Foundation shelter program showcased in the event program.
- Opportunity to provide promotional materials to VIP guests in event bags (quantity: 700)
- Membership in Kennel Club (includes organization's name on dog kennel for 2026)
- Business logo and link included on The Animal Foundation's Corporate Partnerships webpage for one year

DIAMOND COLLAR SPONSOR \$10,000

- One VIP table for 10 on show floor (premium placement)
- Gift bags for each guest
- Recognition as Diamond Collar Sponsor (event web page, event program, event sponsor signage at event entrance and in show presentation)
- Vendor/exhibit space at VIP entrance
- Full page ad in event program (7.5" x 10") - design included
- Selection of a dog group to sponsor, pending availability. When dog groups are fully sponsored, remaining partners will champion an Animal Foundation shelter program showcased in the event program.
- Opportunity to provide promotional materials to VIP guests in event bags (quantity: 700)



BEST IN SHOW Sponsorship Opportunities



GOLD COLLAR SPONSOR

\$7,000

- One VIP table for 10 on show floor
- Gift bags for each guest
- Recognition as Gold Collar Sponsor (event web page, event program, event sponsor signage at event entrance, and in-show presentation)
- Half-page ad in event program (7.5" x 4.75") – design included

SILVER COLLAR SPONSOR

\$4,000

- One VIP table for 8 on show floor
- Gift bags for each guest
- Recognition as Silver Collar Sponsor (event web page, event program, event sponsor signage at event entrance, and in-show presentation)

BRONZE COLLAR SPONSOR

\$2,750

- One table for 8 on show floor
- Gift bags for each guest
- Recognition as Bronze Collar Sponsor in event program

"MEET THE DOGS" LOUNGE SPONSOR

~~\$5,000~~ | SOLD!

Sponsors a café-style area where guests can interact with the dogs during brunch. Includes branded signage, a verbal shout-out during the show, the option for a representative to hand out swag, and recognition in program

KID ZONE SPONSOR

~~\$2,000~~ | SOLD!

Sponsors a "Lil' Rescuers Corner" from 11 AM - 12 PM, with face painting, games, balloon animals, coloring pages of dogs, and a photo booth, comes with two "presented by" signs, includes recognition in program

"PAWS AND PORTRAITS" SPONSOR

~~\$1,250~~ | NEW!

Sponsors three caricature portrait stations on the VIP floor from 10 - 11 AM, comes with a "presented by" sign at each, includes recognition in program and logo on caricature takeaways

ADOPTER BAG SPONSOR

\$650

- Branded item in Best in Show adopter bags
- Recognition in event program

CENTERPIECE SPONSOR

\$650

- Sponsored centerpieces on VIP Tables
- Recognition in event program

GA VENDOR TABLE SPONSOR

\$200

- Promotion with a table on the concourse
- Recognition in event program



BEST IN SHOW Sponsorship Opportunities



ALL STAR SPONSOR

\$7,000 | NEW!

The Best in Show: All Stars category was created to celebrate even more shelter dogs — and the people who saw their potential. This public-driven category invites adopters to submit their own Animal Foundation alumni photos and stories, with the community voting to crown an All Star winner.

By sponsoring All Stars, your brand helps elevate adopted pitties, mutts, and “ordinary” shelter dogs into the spotlight — countering outdated perceptions and celebrating the adopters who believed in them.

All Star Sponsor benefits include:

- Exclusive branding on the public voting page
- Recognition in a minimum of three social media posts and one dedicated email blast
- Logo placement on All Stars category announcement slides during the live show
- \$1,000 cash prize awarded to the winning adopter
- A two-page feature spread in the event program dedicated to the All Stars category, including sponsor logo placement (design included)

ONLINE AD

\$250

A 580 x 340 ad that will be rotated with other ads on our event auction page that receives 20,000+ views a year. To purchase your online ad, visit animalfoundation.com/bestinshow2026.

PROFESSIONAL DOG PHOTOS



Our official Best in Show photographer, [Pet Project by Jess](#), is offering heavily discounted mini dogtography sessions for sponsors interested in using photos of their dogs in their ads. Reservations for photography sessions are due by March 6.

To learn more and book your session, scan the QR code to the left with your phone or click [here](#).

Online ad reservations and artwork are due by April 1 to bestinshowmarketing@animalfoundation.com. Artwork must be in a high-resolution PNG file. Our design services are not available for online ads.



SHOW PROGRAM Advertising Opportunities



- INSIDE FRONT COVER** (7.5 x 10") \$1,600
- INSIDE BACK COVER** (7.5 x 10") \$1,600
- FULL PAGE** (7.5 x 10") \$750
- HALF PAGE** (7.5 x 4.75") \$400

Please submit ad artwork as a high resolution PDF or .AI (CMYK) to bestinshowmarketing@animalfoundation.com by **April 1** with "Show Program Ad" in the subject line.

- DESIGN SERVICES** (optional) \$100

Please submit your high resolution logo and suggested ad copy to bestinshowmarketing@animalfoundation.com by **March 25**. Unfortunately, we will not be able to accommodate design requests after this date.

METHOD OF PAYMENT

Total Amount Due:

- I will pay online at animalfoundation.com/bestinshow2026 (all major credit cards accepted)
- Check enclosed (payable to The Animal Foundation)
- Please charge my card:

Card Number: _____ Expiration Date: _____

Name on Card: _____ Sec. Code: _____ Zip Code: _____

Signature: _____ Date: _____

I hereby authorize The Animal Foundation to make a charge to my credit card. I understand that the charge will be listed as The Animal Foundation on my monthly billing statement.

CONTACT INFORMATION

Name: _____ Company: _____

Address: _____ home office

City, State, Zip: _____

Phone: _____ Email: _____

Please remit payment to The Animal Foundation, Attn: Best in Show, 655 N Mojave Rd, Las Vegas, NV 89101
Contact us with any questions 702.955.5966 | bestinshow@animalfoundation.com

Program ad reservations and logos are due by April 1 to bestinshowmarketing@animalfoundation.com. Artwork must be in a high-resolution PDF or .AI (CMYK). If you are using our design services, they are due by March 25. Printed program placement cannot be guaranteed for ads submitted after April 1.



Sponsorship Commitment Form

BEST IN SHOW SPONSORSHIP COMMITMENT

I would like to commit to sponsoring: _____

PROGRAM ADVERTISING

- Inside Front Cover (7.5 x 10") - \$1,600
- Full Page (7.5 x 10") - \$750
- Design Services - \$100
- Inside Back Cover (7.5 x 10") - \$1,600
- Half Page (7.5 x 4.75") - \$400

I CANNOT ATTEND. PLEASE ACCEPT MY TAX-DEDUCTIBLE DONATION OF \$:

- \$300 can purchase 15 large bags of pet food to keep animals in their loving homes
- \$100 can provide kitten or puppy formula for a litter in foster care
- \$50 can supply toys and treats for five shelter dogs
- other amount to help one of the highest volume single-site animal shelters in America save more lives

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- Check enclosed (payable to The Animal Foundation)
- Please charge my card:

Card Number: _____ Expiration Date: _____

Name on Card: _____ Sec. Code: _____ Zip Code: _____

Signature: _____ Date: _____

I hereby authorize The Animal Foundation to make a charge to my credit card. I understand that the charge will be listed as The Animal Foundation on my monthly billing statement.

CONTACT INFORMATION

Name: _____ Company: _____

Address: _____ home office

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Silent Auction & In-Kind Donations



Yes, I would like to donate an auction item for the event!

Item Donated: _____

Description of Item: _____

Restrictions: _____

Retail Value of Item*: _____ Gift Certificate Basket Other

*Item may be paired with another package. Packages will have similar items or items that complement each other.

Contact Person: _____

Phone/Email: _____

Please allow The Animal Foundation to send a thank-you note to:

Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone/Email: _____

Please note that our non-profit status makes your donation tax deductible as allowed by law.
The Animal Foundation is a Nevada 501(c)3 organization (Tax ID# is 88-0144253)
dedicated to saving the lives of all healthy and treatable animals.

Please submit all in-kind donation items to:
The Animal Foundation, Attn: Best in Show 655 N Mojave Rd, Las Vegas, NV 89101
Contact us with any questions 702.955.5966 | bestinshow@animalfoundation.com

PICK-UP AVAILABLE, IF NEEDED

