



THE OFFICIAL



12TH ANNUAL
PINTS®
— for —
PAWS

A COMMUNITY CELEBRATION
TO SAVE ANIMALS.

JUNE 6, 2026



**SPONSORSHIP INVITATION
FOR OUR PET-LOVING PARTNERS!**



THE OFFICIAL
PINTS for PAWS[®]
A COMMUNITY CELEBRATION TO SAVE ANIMALS.

SPONSORSHIP INVITATION

Join us for the 12th Annual Pints for Paws benefiting shelter animals in our community.

Our award-winning West Berkeley tradition started as a local **craft beer**-tasting event and has grown to include **artisan wines**, small batch **ciders**, hand-made **spirits**, and premium **non-alcoholic** craft beverages.

Pints for Paws has been voted "Best Charitable Event" by East Bay Express readers every year. Tickets always sell out with more than 1,000 VIPs, general admission, (and 300 dogs) coming together for fun, local food trucks, good music, and all-around great vibes!

This fundraising effort is successful thanks to our corporate and individual sponsors who believe in our life-saving mission and recognize there is value in brand alignment to serve our greater community.

EVENT DATE

Saturday, June 6th, 2026

LOCATION

2700 Ninth Street, Berkeley CA
(Zaentz Media Center parking lot)

AUDIENCE

Estimated Attendance:

- 1000+ attendees • 300 dogs!

Your Pints for Paws sponsorship saves lives and aligns your brand with one of the oldest and most trusted organizations in animal welfare.

Our reach includes 30,000+ supporters and between 60,000 to 80,000 website and social media visitors each month.





SPONSORSHIP INVITATION SUPPORT BERKELEY HUMANE

ABOUT BERKELEY HUMANE

Berkeley Humane is a community-based nonprofit providing life-saving services to shelter animals which are transported to our hospital from throughout California and beyond. Berkeley Humane also provides programs to support pet families including free pet food, low-cost wellness and spay/neuter clinics, dog training and much more. Your sponsorship helps provide all of these essential services to pets and the people who love them.

WHAT YOUR DONATION SUPPORTS

ADOPTION AND FOSTER efforts match pets from under-resourced shelters to new loving families.

HOPE MEDICAL FUND underwrites medical expenses of sick, injured and neglected shelter pets.

THE ALOHA DOG PROJECT transports dogs from overcrowded shelters in Hawai'i to the Bay Area for medical care and adoption.

KEEPING FAMILIES TOGETHER through programs that provide resources and free pet food to families struggling with financial insecurity.

OUR REACH



In addition to the 1,000+ event attendees, our 30,000+ supporters, and our 60-80,000 social media followers and monthly website visitors, our media partners include NBC Bay Area and iHeartRadio.

LAST YEAR'S SPONSORS





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SPONSORSHIP INVITATION LEVELS & DETAILS



\$25,000 PRESENTING SPONSOR

- Top billing on all print and electronic materials
- One VIP table (seats 8)
- Eight Additional VIP Tickets
- Two dedicated posts on all Berkeley Humane's social media accounts, plus additional social mentions
- Booth space

\$10,000: PUPPY LOVE

- Logo on website, day-of signage, and poster
- Four VIP tickets
- One dedicated post on all Berkeley Humane's social media accounts, plus additional social mentions
- Booth space

\$15,000: TOP DOG

- Logo on all print and electronic materials
- Six VIP Tickets
- One dedicated post on all Berkeley Humane's social media accounts, plus additional social mentions
- Booth space

\$5,000: GOOD KITTY

- Logo on website and day-of signage
- Two VIP tickets
- One social media mention
- Booth space

FOR MORE INFORMATION

For more information, please contact
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