

**paws.**  
people helping animals

# PAWS *Signature* EVENTS

## PAWS WILD NIGHT

A BENEFIT FOR ANIMALS

OCTOBER 5, 2024

Fremont Studios | Seattle



**paws**  
**walk**<sup>SM</sup>  
Exercise Your Heart  
for Animals

**WALKATHON:**  
**JUNE 2-22, 2024**

Kickoff Event: June 2 at Civic Park,  
Edmonds, WA



# PAWS *Signature* EVENTS

## PAWS is people helping animals.

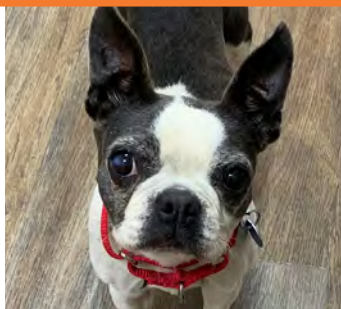
**PAWS** helps cats, dogs and wild animals go home and thrive—whether home is the family room or the forest. We do this by rehabilitating orphaned and injured wildlife, sheltering and adopting homeless cats and dogs, and educating the community to inspire compassionate action for animals. Since 1967, **PAWS** has united more than 130,000 cats and dogs with loving families, cared for more than 140,000 sick, injured and orphaned wild animals, and made the world a better place through outreach, education and advocacy.

We are located in Lynnwood, Washington, approximately 20 miles north of Seattle, with a satellite adoption center called PAWS Cat City in Seattle's University District and a new PAWS Wildlife Center opening in Snohomish in 2024.

**PAWS** is a private, non-profit organization that relies on generous donations from individuals and corporations. **PAWS** is recognized as a 501(c)(3) non-profit.

## Join **PAWS** as a Signature Event sponsor and help animals like...

**Lemon**, a senior dog at risk of being euthanized at a crowded shelter in an area overwhelmed with unwanted pets.

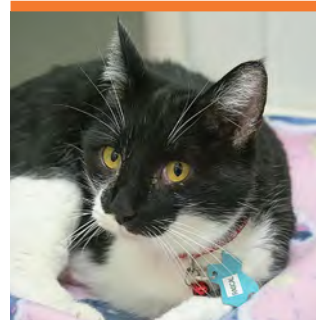


**This orphaned bear cub** who suffered severe burns from the Washington wildfires and received lifesaving care and rehabilitation services to prepare him for his return to the wild.



## More about **PAWS**

- **PAWS** is the only non-profit in the Greater Seattle area with a three-fold mission to help animals—rehabilitating injured and orphaned wildlife, sheltering and adopting homeless cats and dogs, and educating youth to take compassionate action for animals.
- Each year, **PAWS** finds loving homes for over 4,000 homeless dogs and cats.
- Each year, **PAWS** treats and rehabilitates hundreds of species of wild mammals, birds, reptiles and amphibians. We admitted 4,468 wild animals in 2022.
- Each year, **PAWS** engages more than 2,000 youth in educational programs designed to inspire compassion for animals.
- **PAWS** hosts a variety of popular events and activities in the community. We have well-developed digital communication channels and media partnerships to tout your organization's support for animal welfare.



**Rascal**, a cat with only three legs, who was abandoned and in need of special care.



# PAWS *Signature* EVENTS



## PAWSwalk:

EXERCISE YOUR HEART FOR ANIMALS

**Walkathon: June 2–22, 2024**

**PAWSwalk Kickoff: June 2**

Civic Park in Edmonds, WA

The 33rd annual **PAWSwalk** is a 21-day walkathon challenge where participants walk over 25,000 miles in their community. This endeavor supports animals in need, with participants earning \$1 per mile walked, thanks to our generous mile matching partner.

**PAWSwalk** promotes exercise for people and their animal companions while encouraging animal lovers to join toward a common goal. With 875 walkers and 1,800+ more participating in fundraising in 2023, PAWSwalk 2024 is expected to be even bigger!

In addition to the main event, **PAWSwalk: School Edition** involves classrooms in Snohomish County from **June 3 to 7**, where students will engage in a one-week walkathon at their schools, promoting wellness and compassion for animals.

By becoming a PAWSwalk sponsor, your company plays a vital role in funding the event, ensuring that the dollars raised by the community directly contribute to the care of cats, dogs, and wild animals in need. Your sponsorship not only supports the lifesaving work of PAWS but provides your company with well-deserved recognition for its contribution.

## PAWS WILD NIGHT

A BENEFIT FOR ANIMALS

**October 5, 2024**

Fremont Studios | Seattle

**PAWS Wild Night** is an evening for major supporters to immerse themselves in the PAWS mission, celebrate successes, and learn about the important work to be done. **PAWS Wild Night** is our biggest fundraiser of the year, raising over \$650,000.

This year, we are excited to celebrate at Fremont Studios, Seattle with 500 of our biggest donors. Guests will enjoy an evening with auctioneer John Curley, the Emmy Award-winning TV host, writer and radio personality in Seattle.

Sponsors like you make this evening possible. With the help of corporate sponsors, we are able to present this elegant gala to inspire a room full of people who are passionate about helping animals. With a **PAWS Wild Night** sponsorship, your business will be in front of our top supporters.



# PAWS Signature EVENTS

**PAWSwalk** is our largest community event with over **875 walkers** and thousands more participating in fundraising for animals. **PAWSwalk** is heavily promoted across many platforms including social media, radio and TV advertising, e-mail campaigns, fliers and websites.

## PAWSwalk:

EXERCISE YOUR HEART FOR ANIMALS

**Walkathon: June 2–22, 2024**

**PAWSwalk Kickoff: June 2**

Civic Park in Edmonds, WA



## Sponsorship Opportunities

PAWSwalk Benefits*	Champion	Mile Matching Partner	Heart of Gold \$10,000	Heart to Heart \$7,500	Pure Heart \$5,000	Healthy Beat \$3,000	Healthy Heart \$1,500	Get Moving \$500
Name/logo integrated into PAWSwalk logo		Name Integrated in "About Event"						
Sponsored Space on PAWSwalk.net	Leaderboard	Fundraising & Mile Tracker						
Tailored benefit at Kickoff Event on June 2 in Edmonds, WA								
Sponsor Spotlight Pop-Up on PAWSwalk.net	1 Week		4 Days	2 Days				
Sponsor Spotlight in email to 51,000+ PAWS supporters	Three Emails	Recognition within All Emails	Two Emails	One Email				
Sponsor Spotlight in email to participants (900+ walkers)	Two Emails	Recognition within All Emails	One Email	One Email	One Email			
Meta thank you post reaching 47,000 followers	Exclusive	Exclusive + Event Promotional Posts	Exclusive	Exclusive	Exclusive	Shared Post	Shared Post	Shared Post from Kickoff Event
Logo Recognition in Kick-off Video and Thank You Video shared via email, social media and website	Logo + Special Callout	Logo + Special Callout					Name Only	
Logo on PAWSwalk.net, T-shirts, emails and marketing materials							Name Only	Name Only
Host a booth at Kick-Off Event, June 2 2024 in Edmonds, WA								Booth or PAWS Pit Stop
PAWSwalk registraions + \$5 off promo code	10 Registrations + Promo Code	10 Registrations + Promo Code	5 Registrations + Promo Code	5 Registrations + Promo Code	2 Registrations + Promo Code	Promo Code	Promo Code	Promo Code
Option to provide a participation prize to top 100 Participants + Youth								

Sponsors can help boost PAWSwalk Meta Ads for more brand visibility and reach. [Ask us how!](#)

\*PAWS reserves the right to adjust the benefits.



# PAWS Signature EVENTS

**PAWS Wild Night** is an evening for major supporters to immerse themselves in the **PAWS** mission, celebrate successes, and learn about the important work to be done. Sponsors like you make this evening possible. With the help of corporate sponsors, we are able to present this elegant gala and share the lifesaving work of **PAWS** with a room full of people who are passionate about our mission.

## PAWS WILD NIGHT

A BENEFIT FOR ANIMALS

October 5, 2024

Fremont Studios | Seattle



### Sponsorship Opportunities

PAWS Wild Night Benefits*	Champion	Defender \$10,000	Pack Leader \$7,500	Protector \$5,000	Guardian \$3,000	Night-of Fund-A-Need Gift - \$1,000+
Name/Logo integrated into PAWS Wild Night logo						
Sponsor Spotlights in email to 7,000 major supporters						
Sponsor Spotlights in email to 500 attendees						
Logo recognition on PAWS Facebook Page Banner for one month						
Complimentary PAWS Wild Night tickets	VIP Table of 10	4 VIP tickets	2 VIP tickets	2 General Tickets		
Night-of recognition naming opportunities. Priority based on level of giving.	Customized	Customized	Exclusive	Exclusive	Shared	
Facebook thank you post with link to sponsor website reaching 47,000 followers	Exclusive	Exclusive	Exclusive	Shared	Shared	
Logo or name recognition during live program	Program Video + Emcee and CEO Recognition	Logo + Emcee and CEO recognition	Logo + Emcee and CEO recognition	Logo + Emcee and CEO recognition	Logo + Emcee recognition	Based on Level of Giving
Sponsor Block on up to 50 table centerpieces at PAWS Wild Night						
Sponsor Block in PAWS Wild Night E-mails to 7,000 major supporters						
Recognition on PAWS.org/Wild Night						
Sponsor-provided ad in printed and digital PAWS Wild Night catalog	Color full-page	Color full-page	Color full-page	Color full-page	Black & white 1/2-page	Based on Level of Giving

\*PAWS reserves the right to adjust the benefits.



paws.  
people helping animals

# PAWS Signature EVENTS



## PAWSwalk:

EXERCISE YOUR HEART FOR ANIMALS

**Walkathon: June 2–22, 2024**

**PAWSwalk Kickoff: June 2**

Civic Park in Edmonds, WA

## PAWS WILD NIGHT

A BENEFIT FOR ANIMALS

**October 5, 2024**

Fremont Studios | Seattle

Show employees, customers and the Greater Seattle community that your organization **cares** about the **PAWS** mission to help animals in need.



Become a **friend of PAWS** and **save lives!**

**Eve Firestone**

*Associate Director of Events*

(425) 412-4027 | [efirestone@paws.org](mailto:efirestone@paws.org)

PO Box 1037  
Lynnwood, WA 98046

[paws.org/SignatureEvents](https://paws.org/SignatureEvents)



paws.  
people helping animals