



walk &  
wag

**SPONSORSHIP  
OPPORTUNITIES**

PARTNER WITH US FOR A PAW-SITIVE CAUSE!

# walk & wag

## ABOUT THE EVENT

Walk & Wag is a fun, family-friendly **National Fundraising Event** celebrating our love for pets while raising critical support for North Shore Animal League America.

We'll wrap up our Walk & Wag National Fundraising Challenge with an in-person walk at Garvies Point in Glen Cove, 45 Herb Hill Road, Glen Cove, NY. Bring your family, friends and of course your PAW-some pup to this dog-friendly event! Families, children, and friends of all ages and abilities are welcome! All walkers will enjoy a vendor fair, activities, food and drinks, music, and more. Our mobile adoption unit will also be there filled with adorable, adoptable puppies and kittens who can't wait to go home with you!

## WHY SPONSOR?

Walk & Wag is a unique opportunity to showcase your brand, demonstrate your commitment to animal welfare, and connect directly with a large passionate, pet-friendly audience.

More than just visibility – becoming a Walk & Wag sponsor means impact. As a sponsor, you'll receive recognition before, during, and after the event across various social media and digital platforms and on-site promotions, tailored to your sponsorship level.

## SPONSOR TEAM

We also encourage all sponsors to form their own walk team within their organization. It's a fantastic way to boost team spirit, promote your company's commitment to animal welfare, and enjoy a fun, purposeful day together.





# OUR REACH

## E-mail

1.2 million people

*Several digital newsletters, Rescue Illustrated®, includes event promotions*

## Social Media

2.8 million total followers



## Media Coverage

*Walk & Wag is promoted through national and local media and news outlets*

## "Paw Prints" Newsletter

*Mailed to 160,000 households noting sponsors – post event*

## Walk & Wag Event Webpage

*Sponsors noted with logos/links*

*385,000 monthly visits to [animalleague.org](http://animalleague.org)*



# SPONSORSHIP OPPORTUNITIES

	\$25,000 ADOPT SPONSOR	\$10,000 RESCUE SPONSOR	\$5,000 HERO SPONSOR	\$2,500 HAPPY TAILS SPONSOR
Recognition in Event Promotional Materials				
Activation Station Table, Tent and Two Chairs (Based on availability)				
Media Alert Inclusion				
Social Media Announcement				
Ceremony Acknowledgement				
Logo on Step & Repeat & Photo Op Station				
Number of Team Members	Unlimited	Unlimited	10	4

## ADDITIONAL ACTIVATION OPPORTUNITIES

AVAILABLE TO ADOPT AND RESCUE SPONSORS

\$2,500

 <p><b>HYDRATION STATION SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Branded water station for humans and/or dogs.</li> <li>• Sponsor provides water bowls and bottled water.</li> </ul>	
 <p><b>"DOOTY CALLS" WASTE BAG STATION SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Branded signage and dispensers with eco-friendly waste bags.</li> </ul>	
 <p><b>"PAW-SITIVE MESSAGE" PATH SIGNS</b></p> <ul style="list-style-type: none"> <li>• Sponsor gets branded signage along the route featuring motivational or funny pet-themed message.</li> </ul>	

All opportunities based on availability



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Join us for our  
**National Fundraising Challenge NOW**  
to help save the lives of homeless animals.



It's easy to get involved:



**REGISTER** at [animalleague.org/walkandwag2025](https://animalleague.org/walkandwag2025)



**FUNDRAISE** and unlock exciting milestone prizes



**WALK** with us on Sunday, October 19 at Garvies Point in Glen Cove, NY, or right in your own neighborhood.

*\*Promo code valid until August 31, 2025*

USE PROMO  
CODE: **WAG25**  
SAVE ON YOUR  
REGISTRATION\*  
& SCORE THIS  
T-SHIRT TOO!



North Shore Animal League America's dedicated teams of professionals and volunteers provide every dog and cat, puppy and kitten we rescue with the care and enrichment they need to heal and thrive, so they're ready to form lasting bonds. From the moment they arrive, they're surrounded by compassion — helping them heal, trust again and get ready to love and be loved.

During our more than 80 years, we have rescued over 1.2 million animals from overcrowded shelters, puppy mills, natural disasters, and other emergencies. Our no-kill mission to Rescue, Nurture, Adopt and Educate drives the innovative, lifesaving programs we've developed as a leader of the no-kill movement.

Each animal receives individualized attention from our volunteers, veterinary teams, trainers and groomers. Dogs are taken for walks, play in supervised groups and enjoy the comfort of human connection. Cats stretch out in free-roaming rooms where adopters can discover their unique personalities.

We give every animal the support, patience and love they need to become someone's beloved companion. At North Shore Animal League America, rescue is just the beginning of a beautiful new life.



north shore  
animalleague  
america

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**TO LEARN MORE, please contact  
Regina Dejana in our Events Department**

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☎ 516.373.3496

North Shore Animal League America is a 501(c)(3) not-for-profit, charitable corporation, not a private foundation. Our federal tax ID # is 11-1666852. Donor support of our no-kill mission is vital to sustaining our lifesaving work. Contribution is tax-deductible to the full extent of the law. Sponsors cannot promote items or services that conflict with NSALA's mission and practices.