

paws.
people helping animals

PAWS *Signature* EVENTS

PAWS WILD NIGHT

A BENEFIT FOR ANIMALS

OCTOBER 25, 2025

Fremont Studios | Seattle



paws
walkSM
A Walk-From-Anywhere
Challenge

WALKATHON:
JUNE 8-28, 2025

Kickoff Event: June 8 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 170,000 cats and dogs with loving families, cared for more than 160,000 sick, injured, and orphaned wild animals, and made the world a better place for countless others 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 the PAWS Wildlife Rehabilitation Center located in Snohomish, WA. **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...

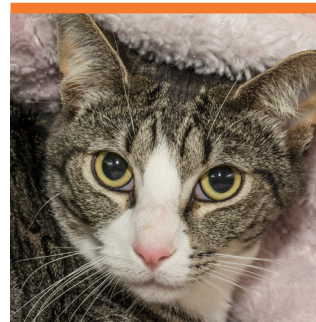
Lucy, a senior dog at risk of being euthanized at a crowded shelter in an area overwhelmed with unwanted pets.



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.
- 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.



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



PAWS Signature EVENTS

PAWSwalk:

A Walk-From-Anywhere Challenge

Walkathon: June 8–28, 2025

PAWSwalk Kickoff: June 8

Civic Park in Edmonds, WA

PAWSwalk is a 21-day *Walk-From-Anywhere Challenge* uniting animal lovers across the Seattle area. Participants collectively walk over **25,000 miles** in their communities, raising critical funds to support animals. For every mile walked, **\$1 is donated** thanks to our generous mile-matching sponsor—amplifying both the impact and the excitement!

In **2024, 682 participants** walked a total of **26,194 miles**, raising an impressive **\$215,031**. PAWSwalk promotes healthy, active lifestyles for people and their pets but also inspires a strong sense of community.

PAWSwalk Kicks off with a **vibrant community celebration** on **June 8** in **Edmonds, WA**, featuring:

- 40+ vendors and entertainment with Warm 106.9
- Fun activities for families and pets
- Opportunities for sponsors to engage with the community

As a **PAWSwalk Sponsor**, your company will:

- Be recognized as a champion for animals
- Gain brand visibility through event marketing
- Enjoy meaningful engagement with a passionate animal loving audience

Partner with PAWS to make a difference—and showcase your company’s commitment to compassion and community!

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Fremont Studios | Seattle

PAWS Wild Night is our premier fundraising gala, bringing together major supporters and community leaders celebrating all we’ve accomplished together for animals and highlighting the critical work still to be done.

In **2024**, thanks to the generosity of our sponsors and supporters, we raised an incredible **\$817,000**—funds that provided care for thousands of cats and dogs on their journey to new homes and helped injured and orphaned wildlife return safely to the wild.

For **2025**, we are thrilled to host PAWS Wild Night at **Fremont Studios in Seattle**, an iconic venue that brings the work of PAWS to life. **Five hundred of our most dedicated supporters** will gather for a night of inspiration, connection, and philanthropy.

As a **PAWS Wild Night sponsor** your company will:

- Highlight your commitment to serving our community and helping animals
- Gain visibility in front of PAWS’ most influential and philanthropic supporters
- Inspire generosity by helping create a memorable and meaningful evening

“The space was gorgeous, the set-up was so intentional and fluid, and the speakers were fabulous. Those huge screens really brought the heart of our mission to life!”

—JENNIE WARMOUTH, PHD
Classroom Educator, PAWS Board Member

Sponsors like you make this gala possible. Join us for PAWS Wild Night and be part of something truly special.



PAWS Signature EVENTS

PAWSwalk is our largest community event, bringing together hundreds of walkers and thousands more supporters to raise funds for animals.. The event receives widespread promotion through social media, radio, email campaigns, fliers, banners and websites, ensuring strong community engagement and visibility.

Sponsorship Opportunities

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PAWSwalk Benefits*	Mile Matching Partner	Champion	Community Builder	Walk Strong \$10,000	Trailer Blazer \$5,000	Step Up \$3,000
Name/Logo Linked with PAWSwalk Branding	Name Integrated into "about event" marketing & logo on large banners in Edmonds, Lynnwood PAWS Campus, and U-District Cat City	Logo Linked with PAWSwalk on all marketing materials including large banners in Edmonds, Lynnwood PAWS Campus, and U-District Cat City				
Mention in Pop-up on PAWS.org - averaging 7.3K views per day	May 15 - 21	June 1 - 7				
Branded Pop-Up on PAWSwalk.net - averaging 2.8k views per day	June 22 - 28	June 9 - 15	May 31 - June 4			
Behind the Scenes Opportunity to engage with the PAWS Mission						
Recognition on PAWSwalk.net - Approximately 40,000 Views	Leaderboard and Participant Dashboard	Hero Space at top PAWSwalk.net	Blog Feature + Mention in Early Registration			
Branded Spotlight in email to 61,000+ PAWS	2 Spotlights + Mile Match Mention in all emails	2 Spotlights + Logo in all Email Banners	1	1		
Custom Benefit at Kickoff Event on June 8 in Edmonds, WA						Emcee Mention
Branded Spotlight in emails to participants	2 Spotlights + Mile Match Mention in all emails	2 Spotlights + Logo in all Email Banners	2	1	1	1
Branded relationship post from PAWS Media account	1 Boosted Post + Thank You	1 Boosted Post + Thank You	1 Boosted Post + Thank You	Thank You	Thank You	Shared Thank You

*PAWS reserves the right to adjust the benefits.

All sponsor receive the following benefits, priority based on level of giving:



- Logo/Name on PAWSwalk.net, T-Shirt, Emails, and Marketing Materials
- Option to Host a Booth at the PAWSwalk Kickoff - Canopy, Table and Chairs included
- Thank You Video Recognition
- Complimentary PAWSwalk Registrations



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.

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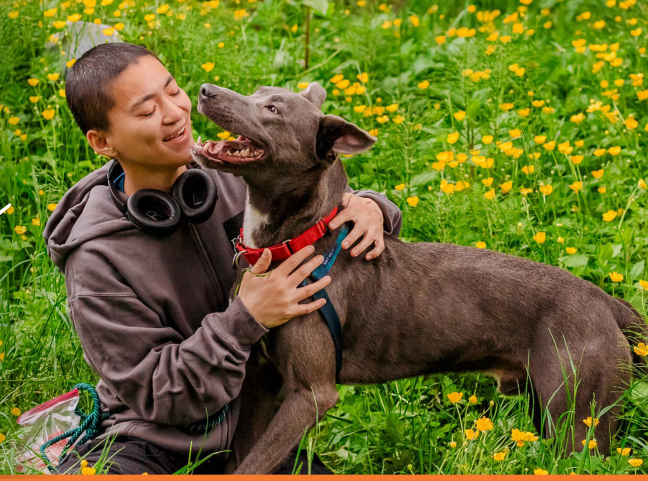


PAWS Wild Night Benefits*	Champion	Defender	Pack Leader	Protector \$5,000	Guardian \$3,000	Fund-A-Need Donation
Logo Link with PAWS Wild Night Branding						
Branded Spotlight in emails to 61,000+ and 7,000 major PAWS Supporters	3	2				
Branded Spotlight in email to 500 attendees	2	1	1			
Behind the Scenes Opportunity to engage with the PAWS Mission						
Complimentary PAWS Wild Night tickets	VIP Table of 10	4 VIP	2 VIP	2 VIP		
Night-of recognition naming opportunities. Priority based on sponsorship level.						
Branded relationship post from the PAWS Meta account	Exclusive	Exclusive	Exclusive	Shared	Shared	
Logo or name recognition during live program						
Sponsor-provided ad in PAWS Wild Night catalog	Color Full-Page	Color Full-Page	Color Half-Page	Color Half-Page	Color Quarter-Page	Color Quarter-Page
Logo/Name recognition through the venue night-of, all emails, invitations and Marketing Materials.						

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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

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paws.org/SignatureEvents

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