



SPONSORSHIP OPPORTUNITIES

2026



OUR MISSION

Paws With A Cause (PAWS) transforms lives and strengthens communities through partnerships with custom-trained working dogs.

Each PAWS dog is specialized to meet the unique needs of the individual or professional they partner with—bringing steadiness, comfort, and meaningful support into homes, schools, workplaces, and countless other community spaces.

Since 1979, PAWS has been a trusted national resource for individuals with disabilities and for professionals serving in some of the most demanding environments. With more than 3,500 life-changing dogs placed and active teams in over 30 states, PAWS continues to expand its impact year after year. Whether a dog is helping someone manage daily tasks or easing tension in a crisis, these partnerships build more connected and compassionate communities.

Together, we're creating a future where more people, families, and professionals have the support they need—and where every community can benefit from the life-changing presence of a PAWS dog.

**PAWS'
REACH**



ACTIVE TEAMS IN
30 STATES



3,500
LIFE-CHANGING
PARTNERS PLACED
SINCE 1979



9,500+
EMAIL SUBSCRIBERS



39,000+
MONTHLY WEBSITE
VISITORS



44,500+
SOCIAL MEDIA
FOLLOWERS*

*Across Facebook, Instagram, TikTok, and LinkedIn

2026 COMMUNITY PARTNERSHIP PROGRAM

Want to make an impact beyond event sponsorships?

Becoming a PAWS Community Partner helps create more transformative working dog teams while inspiring your employees and deepening your company's connection to the community. Your support will help expand access to custom-trained assistance and facility dogs, allowing more people to benefit from the partnership of a PAWS dog.

PARTNERSHIP OPPORTUNITIES

COMMUNITY SUPPORTER \$1,000

- Logo on the PAWS website all year.

COMMUNITY LEADER \$2,500

- Logo on the PAWS website all year
- LinkedIn feature post within the year of your support as a "Corporate Partner to Highlight."

COMMUNITY PARTNER \$5,000

- Logo on the PAWS website all year
- Opportunity for a PAWS demonstration and learning hour at your workplace (location dependent)
- Private tour
- LinkedIn feature post within the year of your support as a "Corporate Partner to Highlight"



PAWS & Applause

THURSDAY, APRIL 16 - FOX HILLS BANQUET CENTER, PLYMOUTH, MI

PAWS & Applause is an elegant evening celebrating the people, partners, and working dogs who bring the PAWS mission to life in southeast Michigan. Guests experience great food, inspiring stories, and a lively silent auction—all supporting the training of assistance and facility dogs that enrich lives across the country.



SPONSORSHIP LEVELS

TRANSFORMING LIVES SPONSOR \$10,000

- Two reserved tables of eight
- Opportunity to welcome guests at the beginning of the event program
- Inclusion in any pre-event press release or media engagement
- Prominent sponsorship signage at the event
- Recognition from podium during the event
- Prominent placement of name and logo on event materials
- Profile shared in event materials

MATCHING SPONSOR \$7,500

Only one sponsorship opportunity available!
Matching gifts raised during the fundraising portion of PAWS & Applause.

- One reserved table of eight
- Name and logo prominently displayed on auction paddles used during the event
- Prominent sponsorship signage at the event
- Recognition from the podium during the fundraising ask
- Name and logo on event materials
- Profile shared in event materials



Sponsorship levels continue on next page...

PAWS & Applause

SPONSORSHIP LEVELS CONTINUED



THE INDEPENDENCE IMPACT AWARD SPONSOR \$6,500

Only one sponsorship opportunity available!
PAWS' signature award presented to 2026 honoree, Sara C. Osterman.

- One reserved table of eight
- Opportunity to present the award to honoree Sara C. Osterman, Director of EHS & Sustainability at Masco Corporation and PAWS volunteer
- Exclusive naming rights to award with name engraved on award
- Prominent sponsorship signage at the event
- Name and logo on event materials
- Profile shared in event materials

CHANGING FUTURES SPONSOR \$5,000

- One reserved table of eight
- Recognition from the podium during event program
- Name and logo on sponsorship signage at the event
- Name and logo on event materials

CREATING OPPORTUNITIES SPONSOR \$2,500

- Six tickets to the event
- Name printed on sponsorship signage at the event
- Name printed on event materials

INSPIRING INDEPENDENCE SPONSOR \$1,500

- Four tickets to the event
- Name printed on sponsorship signage at the event
- Name printed on event materials

SUPPORTING SUCCESS SPONSOR \$500

- Two tickets to the event
- Name printed on event materials



PAWS IN THE PARK 5K



THURSDAY, AUGUST 6 - MILLENNIUM PARK, GRAND RAPIDS, MI

Our PAWS in the Park 5k & 1 Mile Run, Walk, or Roll brings together community members and supporters for an evening run that celebrates the impact of PAWS dogs. This dog-friendly evening highlights the meaningful support our assistance and facility dogs provide.

SPONSORSHIP LEVELS

LEADER OF THE PACK SPONSOR \$10,000

- Recognition as presenting sponsor on all printed media and materials
- Opportunity to display your logo at the start/finish line
- Prominent logo on PAWS in the Park website, e-news, and social media
- Prominent logo on back of race shirt
- 20 complimentary race entries
- Opportunity for participant engagement at packet pick-up
- Option to include a swag item in participant packets
- Recognition by emcee at the event
- Opportunity to have a free vendor table at the event
- Opportunity to host a branded cheer table/aid station along the race route
- Post-event "Thank you" email recognizing you as the presenting sponsor
- Opportunity to participate in PAWS in the Park media



Sponsorship levels continue on next page...

PAWS IN THE PARK 5K

SPONSORSHIP LEVELS CONTINUED



FUR-EVER FASHION SPONSOR \$7,500

- Recognition on all printed media and materials
- Logo on PAWS in the Park website, e-news and social media
- Logo on sleeve and back of race shirt proportionate to sponsorship level
- Logo on dog bandana
- 15 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event
- Recognition by emcee at the event

BEST IN SHOW SPONSOR \$5,000

- Recognition on all printed media and materials
- Logo on PAWS in the Park website, e-news and social media
- Logo on back of race shirt proportionate to sponsorship level
- 10 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event
- Recognition by emcee at the event

FETCH CHAMPION \$2,500

- Name on back of race shirt
- Name on PAWS in the Park website, e-news and social media
- Five complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event

FAITHFUL FRIEND SPONSOR \$1,000

- Name on PAWS in the Park website, e-news and social media
- Two complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event

VENDOR TABLE SPONSOR \$100

- Eight-foot table and two chairs
- Opportunity to hand out branded items for participants on race day
- Listed as a vendor in participant race communications

* TAILS, TRAILS & TRIUMPHS *

WEDNESDAY, SEPTEMBER 16 - INDIAN TRAILS CAMP, GRAND RAPIDS, MI

Join us for an evening under the stars benefiting PAWS. Guests will enjoy camp-inspired elegance, meaningful mission moments, and heartfelt celebrations of the life-changing support PAWS dogs provide.

SPONSORSHIP LEVELS

TRAILBLAZER SPONSOR \$15,000

- Two reserved tables of eight
- Opportunity to welcome guests at the beginning of the evening program
- Inclusion in any pre-event press release or media coverage
- Prominent sponsorship signage at the event
- Recognition from the podium during the event
- Premier placement of name and logo on event materials
- Featured profile shared in event materials

MATCHING SPONSOR \$10,000

Only one sponsorship opportunity available!
Matching gifts raised during the fundraising portion of the Tails, Trails & Triumphs.

- Two reserved tables of eight
- Name and logo prominently displayed on auction paddles used during the event
- Prominent sponsorship signage at the event
- Recognition from the podium during the fundraising ask
- Name and logo on event materials
- Profile shared in event materials



Sponsorship levels continue on next page...

* TAILS, TRAILS & TRIUMPHS *

SPONSORSHIP LEVELS CONTINUED



CAMPFIRE SPONSOR \$7,500

Only one sponsorship opportunity available!
Sponsorship of outdoor campfire space.

- One reserved table of eight
- Exclusive sponsorship signage at the campfire
- Opportunity for branding on campfire food and/or activity stations
- Recognition from the podium during the event
- Name and logo on event materials
- Profile shared in event materials

HEART OF PAWS AWARD SPONSOR \$6,500

Only one sponsorship opportunity available!
PAWS' signature award presented to 2026 honorees, Dave and Sandy Smith.

- Eight tickets to the event
- Opportunity to present the award to honorees, Dave and Sandy Smith
- Exclusive naming rights to the award with name engraved on award
- Sponsorship signage at the event
- Name and logo on event materials
- Profile shared in event materials

EMPOWERMENT SPONSOR \$5,000

- Eight tickets to the event
- Recognition from the podium during the event
- Name and logo on sponsorship signage at the event
- Name and logo on event materials

ADVOCATE SPONSOR \$2,500

- Six tickets to the event
- Name printed on sponsorship signage at the event
- Name printed on event materials

CONNECTION SPONSOR \$1,500

- Four tickets to the event
- Name printed on sponsorship signage at the event
- Name printed on event materials

COMPANION SPONSOR \$500

- Two tickets to the event
- Name printed on event materials



BUNDLED SPONSORSHIPS

By joining us as a comprehensive partner in 2026, you'll help advance PAWS' national impact through custom-trained assistance and facility dogs. Your annual gift will demonstrate your company's commitment to the life-changing work of PAWS dogs while ensuring that PAWS can plan for programmatic growth.

As a comprehensive partner, you will receive event sponsorships at the levels listed below in addition to the benefits listed as a Community Partner, including a private tour and an opportunity for a PAWS demonstration and learning hour at your workplace.

	PAWS & Applause	PAWS in the Park 5K	Tails, Trails & Triumphs
PACKAGE LEVEL ONE \$35,000	TRANSFORMING LIVES \$10,000	LEADER OF THE PACK \$10,000	TRAILBLAZER \$15,000
PACKAGE LEVEL TWO \$25,000	CHANGING FUTURES \$5,000	LEADER OF THE PACK \$10,000	MATCHING SPONSOR \$10,000
PACKAGE LEVEL THREE \$15,000	CHANGING FUTURES \$5,000	BEST IN SHOW \$5,000	EMPOWERMENT SPONSOR \$5,000

We are also happy to create custom packages based on your company's budget and community engagement goals. Contact events@pawswithacause.org to learn more.

2026 SPONSORSHIP COMMITMENT

Please print sponsor name exactly as you wish to be listed on promotional materials.

Sponsor Name: _____

Contact Name: _____

Phone: _____ Email: _____

City: _____ State: _____ Zip: _____

Community Partnerships

☐ \$5,000

☐ \$2,500

☐ \$1,000

PAWS & Applause

☐ \$10,000 ☐ \$2,500

☐ \$7,500 ☐ \$1,500

☐ \$6,500 ☐ \$500

☐ \$5,000

PAWS in the Park 5K

☐ \$10,000 ☐ \$2,500

☐ \$7,500 ☐ \$1,000

☐ \$5,000 ☐ \$100

Tails, Trails, & Triumphs

☐ \$15,000 ☐ \$5,000

☐ \$10,000 ☐ \$2,500

☐ \$7,500 ☐ \$1,500

☐ \$6,500 ☐ \$500

Bundled Event Packages

☐ Package One: **\$35,000**

☐ Package Two: **\$25,000**

☐ Package Three: **\$15,000**

Please accept my payment of: \$ _____

☐ Invoice Me

☐ Check enclosed (please make check payable to **Paws With A Cause** and mail to: **4646 Division Ave, Wayland, MI 49348**)

☐ Credit/debit card payments can be made payable via our website, pawswithacause.org, and selecting the donate button. Please note your sponsorship selection in the donation comments.

OR

Card # _____ Exp: _____ CVV # _____

Name on Card: _____ Signature: _____

Billing Address: _____



Changing lives,
one PAWS dog at a time.



(616) 877-7297

events@pawswithacause.org

pawswithacause.org/sponsorships-and-fundraising/