

2026 PAWS Signature Events

PAWS Spring Fling

Sunday, April 12th, 1-4 pm
Hockessin Memorial Hall

Our annual Spring Fling luncheon and silent auction is a special gathering of PAWS supporters, volunteers, and partners to celebrate the magic of pet therapy and the lives changed by the programs of PAWS for People.

PAWS Doodles in Dewey

April 24th to 26th

Dewey & Rehoboth Beaches

This popular Sussex County event brings together people and their doodles for a weekend of fun: a Friday Night Costume Parade on the Rehoboth Boardwalk, Saturday Doodle Romp on Dewey Beach, Yappy Hours, and more. In 2025, more than 800 people & 500 doodles joined the fun! This event offers huge visibility for sponsors.

PAWS WAG & Walkathon

September 17th to October 17th –

Concludes with PAWS Furry Fall Festival

PAWS cumulative marathon brings a month of wagging, walking, and fundraising. The 2026 event kicks off on Thursday, September 17th and concludes on Saturday, October 17th with PAWS Furry Fall Festival, an outdoor event filled with vendors, games, doggie contests, and more. This event provides a month-long opportunity for promotion.

2026 PAWS Sponsorship Packages

In addition to the benefits listed below, all 2026 PAWS Signature Event Sponsorships include:

- Your logo on event registration websites, with an embedded link to your website.
- Recognition in PAWS eNewsletter currently distributed to over 8,000 recipients bi-weekly.
- Recognition on event signage, program materials, and social media posts as appropriate.

Platinum PAW: \$4,000

 3 PAW Sponsor (4 PAW for WAG & Walkathon) for all PAWS 2026 Signature Events; benefits as outlined below.

 Two PAWS to DeStress events for your organization.

 Year-long recognition as a PAWS Business Partner in PAWS bi-weekly eNewsletter, on social media, and at PAWS special events.



4 PAW Sponsor
\$1,500

- WAG & Walkathon Only**
- Recognition at closing event
 - 5 free WAG & Walkathon registrations
 - "PAWS to DeStress" visit to your company or organization
 - Plus benefits of 3 PAW Sponsors



3 PAW Sponsor
\$1,000

- Prominent logo placement on event shirts - *Doodles & Walkathon only*
- Table (8 tickets) - *Spring Fling only*
- Two sponsor recognition signs at the event
- Your logo on all participant & donor confirmation emails
- Plus benefits of 2 PAW Sponsors



2 PAW Sponsor
\$500

- 10' x 10' vendor space at event (Walkathon & Doodles Only)
- Your business logo on event shirts - *Doodles & Walkathon only*
- 4 tickets - *Spring Fling only*
- One sponsor recognition sign at the event
- Opportunity for company-provided giveaway or literature in participant packets (Doodles Only)



1 PAW Sponsor
\$250

- Business name on event t-shirts - *Doodles & Walkathon only*
- 2 tickets - *Spring Fling only*
- Recognition on sponsor signage at the event



PAWS for People 2026 Sponsor Commitment Form

Thank you for supporting PAWS for People!

Company Name (as you wish it to appear in promotional materials):

Contact Name/Title _____

Address: _____

Phone _____ Email _____

I will be a PAWS for People Platinum PAW Sponsor:

____ Platinum PAW: \$4,000 - Please reply by February 15th for full benefits.

I will be a PAWS Signature Event Sponsor. Please select your event(s) and level(s):

BONUS: Commit to *sponsor at least 2 PAWS events by February 15th* and receive recognition at PAWS Annual Conference on February 28th at the Christiana Hospital Ammon Education Center.

____ Spring Fling: ____ 3 PAW \$1,000 ____ 2 PAW \$500 ____ 1 PAW \$250

____ Doodles in Dewey: ____ 3 PAW \$1,000 ____ 2 PAW \$500 ____ 1 PAW \$250

____ WAG & Walkathon: ____ 4 PAW \$1,500 ____ 3 PAW \$1,000 ____ 2 PAW \$500 ____ 1 PAW \$250

Reply Deadlines (multiple events reply by earliest date):

Spring Fling **March 13th**

Doodles in Dewey Sponsor **March 13th**

WAG & Walkathon Sponsor **August 1st**

Please return to: PAWS for People P.O. Box 9955 Newark, DE 19714

Email: events@PAWSforPeople.org

Or visit pawsforpeople.org/sponsor to complete the form online



For more information or to discuss questions or other ideas, please contact
Kate Rosenthal at krosenthal@pawsforpeople.org or 302-351-5622

PAWS for People is a 501(c)(3) E.I.N. 76-0780197