



WALK & WAG SPONSORSHIP OPPORTUNITIES

2024





North Shore Animal League America has been at the forefront of animal welfare for eight decades, consistently pioneering new approaches and setting standards for the no-kill movement. The world's largest and longest-running no-kill animal rescue and adoption organization, our mission of rescue, nurture, adopt and educate has helped save the lives of more than 1.1 million animals to date.

Humane Relocation Innovators Our organization introduced the practice of humane relocation in 1991, which has helped save more than 150,000 animals since then. In addition to local collaborations with municipal shelters, we use our well-equipped, climate-controlled Mobile Rescue Units to transport pets from areas where they would be destroyed to Animal League America. We now have more than 2,000 national and international shelter partners helping us rescue more dogs, cats, puppies and kittens in need.

Global Impact Our commitment to extending the reach of our lifesaving efforts inspired the creation of our Tour for Life® and Global Pet Adoptathon® initiatives — programs that have become worldwide movements, uniting organizations in the pursuit of raising awareness and finding loving families for homeless pets.

Leadership Among Peers North Shore Animal League America remains dedicated to innovation and setting the highest standards in the field of animal welfare, inspiring others to follow in our footsteps. By sharing our knowledge and best practices, we've empowered our shelter and rescue partners to replicate our successful programs, multiplying the impact for animals in need worldwide.





Transformative Adoptions With the thousands of successful adoptions we facilitate each year, we are transforming the lives of animals and of people who love them. Our Pet Sponsorship program, Foster/Hospice Care, the Feline Behavior & Long-Term Care Home and the Bayles Pet Behavior House are all ways we provide support and a lifetime of nurturing to the animals in our care, no matter what their medical condition is or how much support they need from us.

Community Engagement and Education Our no-kill commitment extends beyond rescue and adoption. Developed in partnership with Yale University, the Mutt-i-grees® Curriculum is an innovative Pre-K-Grade 12 social emotional learning program that bridges social emotional learning (SEL) and humane education. Students learn empathy and resiliency while making a positive difference in the world. Our Community Outreach Center in Port Washington and North Country Initiative (NCI) in Warren County, NY are helping communities care for feral cats; and we provide high-quality, low-cost veterinary care to our Long Island community through our cutting-edge Pet Health Centers.

Looking Forward As we celebrate our 80th anniversary, North Shore Animal League America remains committed to driving innovation, advocating for animal welfare, and creating a no-kill world where all dogs, cats, puppies and kittens in need have the responsible, loving homes they deserve.





AVERAGE REACH FOR EVENT SPONSORS

E-mail

1.9 million people

Series of emails sent
for each event

Our monthly
digital newsletter, Rescue
Illustrator®, includes
event promotions

Social Media

2.8 million followers



Select influencers and
celebrities promote the events
with links to the event sites
(which include sponsors)

Broadcast Media Coverage

Events are promoted, as
opportunities arise on select
national and local media
outlets sometimes with host

72,500 views and
210,000 views on broadcast's
digital platform

NSALA Events' Webpages

Sponsors noted
with logos/links

252,000 monthly visits to
animalleague.org homepage

"Paw Prints" Newsletter

Mailed to 180,000 households
noting sponsors – post event

Press Release*

220 million impressions
350 Pick-ups

*Average Post Event Results

WALK WITH US TO SAVE LIVES
BY SUPPORTING OUR NO-KILL MISSION

walk &
wag

Grab your sneakers and a leash
and get ready for Walk & Wag
In Person or Virtual

Saturday, October 19, 2024

**Pier 84 in New York City's
Hudson River Park**



Walk individually or with a team. You can
even bring your furry best friend!



Exciting fundraising contests and prizes.



Enjoy vendors, snacks and refreshments,
and much more!


































Cannot attend the in-person event? Participate
virtually from any location nationwide.

Questions? Contact Charlotte Dellacroce for more information
📞 516.373.3402 ✉️ charlotted@animalleague.org



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 <p>SPONSORSHIP LEVELS</p>	<p>\$25,000 ADOPT SPONSOR</p>	<p>\$15,000 NURTURE SPONSOR</p>	<p>\$10,000 RESCUE SPONSOR</p>	<p>\$5,000 HERO SPONSOR</p>	<p>\$2,500 HAPPY TAILS SPONSOR</p>	<p>\$1,000 FRIENDS SPONSOR</p>
Number of Team Walkers	25	15	10	8	4	2
Promotional Materials						
Event Signage						
Table, tent and two chairs (Based on availability)						
Press Release Inclusion						
Branded Swag Option						
Acknowledgment from Walk Ambassador						
Logo on Step & Repeat						



Scan the QR code
to complete your
sponsorship form

Questions? Contact the Events Department

✉ charlotted@animalleague.org

✉ reginad@animalleague.org

☎ 516.373.3402

☎ 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. We do not receive government funding for any animal rescue, adoption, or shelter-related operations — donor support of our no-kill mission is vital to sustaining our lifesaving work. NSALA will provide goods and services with a fair market value for each event attendee. Any contribution above this amount is tax-deductible to the full extent of the law. In-kind donations provided are tax-deductible to the full extent of the law. Tax receipt provided upon request. Additional tickets can easily be added with a donation to all Sponsorship Opportunities. Please note: No food, treats, kitty litter, pet insurance, and flea and tick preventatives may be promoted through events. Sponsors cannot promote items or services that conflict with NSALA's mission and practices.