



**PAWS**  
in the  
**PARK**

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**SPCA**  
SERVING  
ERIE COUNTY

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*Saving Animals With Every Step*

# 2026 Partnership Opportunities

Saturday, September 26, 2026 | 9 AM | Knox Farm State Park

# PAWS in the PARK



**Paws in the Park has been a Western New York tradition for over 30 years! In addition to raising essential funds to support our lifesaving work, it's an opportunity for animal lovers to join together to make a difference for pets and wildlife in need. When you support Paws in the Park as a partner, you're joining a community that is committed to creating a more humane world for animals and the people who love them.**

**This annual 2-mile fundraising walk takes place at Knox Farm State Park and attracts nearly 600 people and their pets. Participants enjoy the walk, a pet and kid activity zone, lunch, raffles, contests, and a festive atmosphere celebrating the special bond between animals and humans.**

# Who You Will Reach

Partnering with the SPCA Serving Erie County's Paws in the Park will maximize your company's exposure to passionate pet families in our community and establish your brand as a partner in our lifesaving work.

Becoming a Paws in the Park partner is also a great opportunity to build camaraderie among your employees or clients by having them participate as a walk team. Most importantly, every dollar raised at the event helps give animals a second chance!

## Who You Will Reach



**Email**  
144,200+ Email recipients



**Facebook**  
118,500+ Facebook followers



**X**  
6,800+ X followers




**Instagram**  
64,800+ Instagram followers



**TikTok**  
46,600+ TikTok followers



**Threads**  
6,700+ Thread followers

 Plus thousands of visitors we see annually who walk through our doors.





# About Us

Founded in 1867, the SPCA Serving Erie County is the second-oldest humane society in the country. As the needs of our community have grown and changed, so has the SPCA. Our commitment to providing care and compassion to all animals in need has never wavered. Each year, the SPCA assists nearly 12,000 animals.

Our mission is create a more humane community through education; rescuing, protecting, and enhancing the lives of animals; and nurturing the bond between animals and people.

We invite you to learn more about our organization and how you can help at [Your SPCA.org](http://YourSPCA.org)!

## **SPCA Serving Erie County**

300 Harlem Road  
West Seneca, NY 14224

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# **Paws in the Park Presenting Partnership Opportunity \$12,000**

- **Naming Rights**
- **Right Of First Refusal For 2027 Event**
- **Partner Highlight Video Email Blast to SPCA Email Database**
- **Dog Kennel Recognition**
- **Opening Ceremony Recognition/Speaking Opportunity**
- **Start Line Signage Recognition**
- **Adoption Lobby Recognition**
- **September Newsletter Recognition**
- **Registration Website Recognition**
- **SPCA TV Display Recognition**
- **Verbal Recognition By Event Emcee**
- **Email Recognition**
- **Event T-shirt Recognition**
- **SPCA Social Media Recognition**
- **Event Banner Recognition**
- **Lawn Sign Recognition**
- **Event Website Recognition**
- **Corporate Partnership Web Recognition**
- **Booth/Table Display At Event**
- **15 Complimentary VIP Registrations**



**SPCA**  
SERVING ERIE COUNTY

# Paws in the Park Partnership Opportunities

	\$500	\$1,000	\$2,500	\$5,000	\$5,000	\$5,000	\$7,500
	Best Buddy	Tail Wagger	Furry Friend	Happy Paws Zone	Bow Wow Raffle	Wiggle Waggle Registration	VIP Lounge
VIP Lounge Signage Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dog Kennel Recognition <small>1-year Duration</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adoption Lobby Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
September Newsletter Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registration Site Feature Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registration Area Signage Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Raffle Area Signage Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity Area Signage Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Postcard Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shelter TV Display Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal Recognition By Event Emcee	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Recognition <small>Minimum 15 Emails</small>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event T-shirt Recognition	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SPCA Social Media Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Program & Banner Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lawn Sign Recognition <small>Shelter &amp; Event Space</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Website Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SPCA Corporate Webpage Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Booth/Table Display At Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary VIP Registrations	2	4	6	8	8	8	10

Unlimited

Unlimited

Unlimited

3 Available

3 Available

1 Available

# Additional Event Partnership Opportunities

## Tennis Ball Grab Partner | \$4,000

The Tennis Ball Grab will take place in the five weeks leading up to event day. The concept is that we will label tennis balls 1-100 and release them each week in our outdoor play yard on our campus. Those numbers will be assigned to Paws in the Park participants and other SPCA supporters who wish to purchase a ball for a set donation amount. The numbers will be repurchased and assigned each week. We will have one of our available adoptable dogs select the winning ball for that week. The prizes will be a combination of cash and other exciting, substantial prizes.

### Partner Benefits:

- Prominent logo in Tennis Ball Grab emails (minimum of 6 emails)
- Mentions in the social media videos showing the winners being selected
- Logo on signage at the Erie County Fair SPCA booth promoting the Tennis Ball Grab
- Listing on the corporate partners page of YourSPCA.org for one year
- Six complimentary VIP event registrations

## Photo Booth Partner | \$1,000

Both human and canine walk participants will have the opportunity to grab a prop, strike a pose, and capture unforgettable moments with instant, high-quality digital and physical photos.

- Photo Booth Signage Recognition
- Photo Booth Take Home Photo Strip Recognition
- Event Website Recognition
- Event Social Media Recognition
- Event T-Shirt Recognition
- Four Complimentary VIP Registrations

## Shuttle Partner | \$750

Both human and canine walk participants will be safely shuttled to the main event space and back to an overflow parking lot via a trolley service throughout the duration of the event.

### Partner Benefits:

- Logo on a banner that will be fastened to each side of the trolley
- Logo on signage placed at both the trolley pick up and drop off areas
- Listing on the corporate partners page of YourSPCA.org for one year
- Two complimentary VIP event registrations



## Paws in the Park Partnership Commitment Form

(Confirmation due by May 1, 2026 to receive full benefits)

Yes! We will partner at the \_\_\_\_\_ level!

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Mailing address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone number \_\_\_\_\_

Email address \_\_\_\_\_

Charge \$ \_\_\_\_\_ on  Visa  MasterCard  Discover  American Express

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_/\_\_\_\_

Our check for \$ \_\_\_\_\_ is enclosed. (Make check payable to the Erie County SPCA.)

Please send an invoice.

Please return completed partnership commitment form by mail to:

SPCA Serving Erie County

Attn: Phil Weiss

300 Harlem Rd.

West Seneca, NY 14224

By email: [phillipw@yoursPCA.org](mailto:phillipw@yoursPCA.org)

Questions? Contact Phil Weiss, Associate Director of Corporate & Individual Giving,  
at 716-875-7360 ext. 243.