



13TH ANNUAL



Charlottesville-Albemarle SPCA

2026

Sponsorship Opportunities





Saturday, May 9, 2026

Boar's Head Resort, Charlottesville, VA

Bow-WOW-walk is Charlottesville's favorite way to celebrate pets, people, and the power of community. Hosted by the **Charlottesville-Albemarle SPCA**, the event brings together families, animal lovers, and local businesses for a day full of fitness, fun, and furry friends, all in support of our life-saving mission.

This year, we're reimagining the Walk as a vibrant, festival-style celebration featuring food trucks, live music, kids' activities, and local vendors, alongside our signature 5K run and dog-friendly walk.

Why Sponsors Say WOW!

- Reach thousands of engaged, local families and pet owners.
- Align your brand with one of Charlottesville's most trusted nonprofits.
- Enjoy year-round visibility across two major community festivals.
- Demonstrate tangible community impact with clear outcomes.

When you sponsor bow-WOW-walk, you also get bonus recognition at Fall Fest, the shelter's signature autumn celebration.

TWO COMMUNITY FESTIVALS,
ONE POWERFUL IMPACT





Level:

FRIEND OF THE PAWS

DONATION:

\$500

Covers medical intake costs for two newly arrived pets.

INCLUDES:

- Name recognition in our post-event thank-you email
- Logo on event webpage
- Booth placement at your event of choice (bow-WOW-walk or Fall Fest)

Level:

PLAYFUL PAWS

DONATION:

\$2,500

Fully funds the care of a litter of neonatal kittens or puppies from intake to adoption.

INCLUDES: all preceding benefits, plus

- Inclusion in "Thank You Sponsors" post on Instagram and Facebook
- 4 free event registrations and t-shirts for bow-WOW-walk
- Booth placement at both events (bow-WOW-walk *and* Fall Fest)



Level:

WAGGIN' WALKER

DONATION:

\$5,000

Supports a month of transfer transports, bringing at-risk pets from under-resourced shelters to safety.

INCLUDES: all preceding benefits, plus

- Logo on bow-WOW-walk event t-shirts
- Dedicated Instagram Story thanking your business
- Opportunity to distribute branded promotional items in runner/ walker packets for bow-WOW-walk

Level:

STRUTTIN' MUTT

DONATION:

\$10,000

Covers emergency medical procedures or necessary surgeries for 4-6 animals.

INCLUDES: all preceding benefits, plus

- 8 free event registrations and t-shirts for bow-WOW-walk
- Reserved parking at both events
- Logo on bow-WOW-walk and Fall Fest t-shirts
- Recognition in 2 Sunday Smiles e-newsletters
- Dedicated grid post on Instagram and Facebook

Level:

CHEER SQUAD

DONATION:

IN-KIND

Bring the energy! Assemble a group of 5+ volunteers to run a Cheer Zone — cowbells, bubbles, costumes, and all!

INCLUDES:

- Assigned Cheer Zone with opportunity to display branded signage
- Recognition on event website
- Up to 10 free bow-WOW-walk t-shirts for your team
- Inclusion in “Thank You Sponsors” post-event email
- Endless bragging rights for the most spirited Cheer Squad!

Let's take this partnership for a walk!



Contact **Lauren Thomas**,
Events & Fundraising Manager

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(434) 973-5959 ext 313

Reserve your sponsorship
by **March 1, 2026**

