



Sponsor Registration Form

We invite you to become a sponsor of our **27th Annual Wiggle Waggle Walk & Run on Sunday, April 6, 2025 at Brookside Park at the Rose Bowl**. As a sponsor, you'll reach thousands of animal lovers and their canine companions who will come together for a fun-filled community event complete with vendors, prizes and contests.

The Wiggle Waggle Walk & Run is Pasadena Humane's biggest fundraiser. Proceeds help to save the lives of thousands of animals in our community with programs such as foster care, pet food pantry, animal ICU, wildlife rehabilitation, spay/neuter, adoptions, animal rescue and more.

Event Schedule

8:00 a.m. Registration & Vendor Marketplace open

9:00 a.m. Walk & Run begins

10:00 a.m. Deadline to register your dog for the Costume Contest

10:30 a.m. Costume Contest

Location

Brookside Park at the Rose Bowl
360 N. Arroyo Blvd.
Pasadena, CA 91103



Learn more at wigglewagglewalk.org



2025 WIGGLE WAGGLE WALK & RUN SPONSOR OPPORTUNITIES

As our thanks to you, we offer exciting benefits before, during, and after the event.

Sponsorship Levels	Presenting (exclusive)	Top Dog	VIP Lounge	Medal	Bib	Pick of the Litter	Costume Contest	Stage	Mighty Mut	Training Park	Water	Fur-ever Friend	Route
	\$20,000	\$10,000	\$10,000	\$7,500	\$7,500	\$5,000	\$4,000	\$4,000	\$2,500	\$2,000	\$1,500	\$1,200	\$500
Name included in event press release	●												
On-stage speaking opportunity	●												
Prominent logo or name placement on t-shirt*	●	●	●										
Prize presentation opportunity	●	●	●										
Logo or name in Scoop newsletter (mailed to 13,500 households)*	●	●	●										
Dedicated social media post (70,000 followers)	●	●	●										
Exclusive name or logo included on all medals*				●									
Exclusive name or logo included on all bibs*					●								
Exclusive signage at the VIP Lounge			●										
Exclusive signage at the Stage								●					
Opportunity to include branded giveaway in VIP Lounge	●	●	●	●	●	●	●	●	●				
Exclusive signage and tent at the Sit, Stay, and Play! Training Park										●			
Exclusive signage at the Water Booth and water stops on route											●		
On-stage recognition	●	●	●	●	●	●	●	●	●	●			
Booth in premium location*	●	●	●	●	●	●	●	●	●	●	●	●	
Invitation to this year's Celebration of Heroes Reception	●	●	●	●	●	●	●	●	●	●	●	●	
Recognition in event participant emails (1,600+ addresses)	●	●	●	●	●	●	●	●	●	●	●	●	
Recognition in event marketing emails (20,000+ subscribers)	●	●	●	●	●	●	●	●	●	●	●	●	
Recognition on sign along route	●	●	●	●	●	●	●	●	●	●			
Recognition on event website (35,000+ avg. monthly visitors to pasadenahumane.org)	●	●	●	●	●	●	●	●	●	●	●	●	●
Logo/name on t-shirt*	●	●	●	●	●	●	●	●	●	●	●	●	●
Number of t-shirts and VIP Lounge invitations per sponsorship level	10	6	6	6	6	4	4	4	2	2	2	2	-

*Deadlines and limitations apply.

2025 WIGGLE WAGGLE WALK & RUN SPONSORSHIP FORM

Pasadena Humane use only
Date received _____
Received by _____
Payment included Y / N
Donor Perfect # _____

I would like to sponsor the 2025 Wiggle Waggle Walk & Run at the following level:

- | | | |
|------------------------|------------------------------|--|
| Presenting* — \$20,000 | Pick of the Litter — \$5,000 | Sit, Stay, and Play!
Training Park* — \$2,000 |
| Top Dog — \$10,000 | Stage* — \$4,000 | Water* — \$1,500 |
| VIP Lounge* — \$10,000 | Costume Contest* — \$4,000 | Fur-ever Friend — \$1,200 |
| Medals* — \$7,500 | Mighty Mutt — \$2,500 | Route — \$500 |
| Bibs* — \$7,500 | | |

*Notes an exclusive sponsorship opportunity

PLEASE PRINT CLEARLY

SPONSOR NAME (AS YOU WISH TO BE RECOGNIZED)

CONTACT NAME

PHONE

ADDRESS

CITY

STATE

ZIP

EMAIL

WEBSITE

I have attached our high-resolution logo for the website (png format, eps if possible).

I would like a booth in the Vendor Marketplace.

I would like to form a team and have my sponsorship dollars applied to the team fundraising.

I am interested in a bundled sponsorship and bonus perks for the 2025 Wiggle Waggle Walk & Run and the 2025 Doglegs, Birdies & Eagles Golf Tournament & Dinner (Monday, June 30).

PAYMENT INFORMATION

Amount: \$ _____ Visa MasterCard American Express Discover Check enclosed*

*Please make checks payable to Pasadena Humane

CARD NUMBER

EXPIRATION

CVV

SIGNATURE

CARDHOLDER NAME

ZIP

Please return completed form and logo no later than March 7 to Julie Nakahara at jnakahara@pasadenahumane.org

Or mail to:

Pasadena Humane
Wiggle Waggle Walk & Run
361 S. Raymond Ave.
Pasadena, CA 91105

Rules and Regulations:

Sponsors may only use the Pasadena Humane logo with the express written permission of Pasadena Humane. Pasadena Humane reserves the right to remove, decline or prohibit any sponsor which, in its opinion, is not suitable to or in keeping with the character of the Wiggle Waggle Walk & Run.

Pasadena Humane is a 501(c)(3) tax exempt organization. Tax ID # 95-1643344