



Guiding Eyes for the Blind ANNUAL WAGATHON

SEPTEMBER 1ST TO SEPTEMBER 30TH 2026

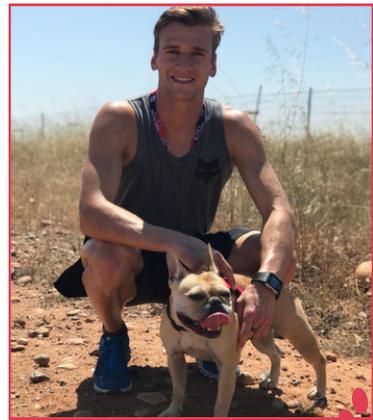
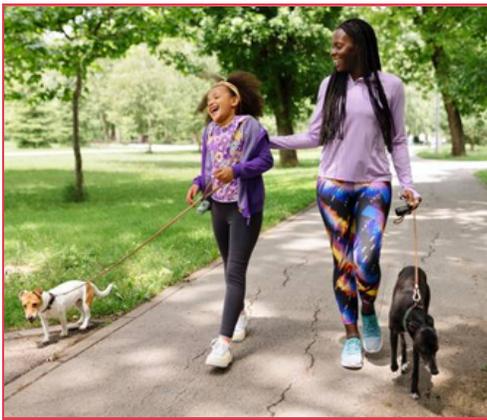
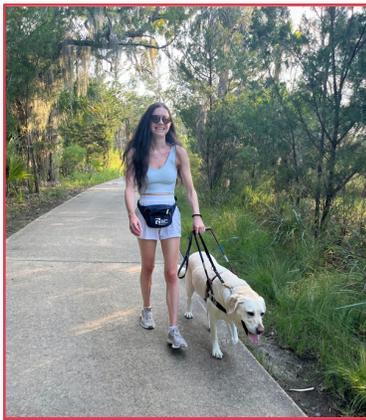
The **WAGATHON** is Guiding Eyes' annual community fundraiser - a feel-good, cumulative marathon where participants aim to complete 26.2 miles between September 1 and September 30.

Whether you walk, run, or stroll (especially with your dog!), every step supports our mission.

This event is all about fun, fresh air, and fundraising. It brings together over 500 participants from across the country who log their miles, share their progress, and rally support for Guiding Eyes.

We officially kick off the **WAGATHON** campaign in July and build excitement through the end of September. Throughout the event, we highlight participants, share a leaderboard, and celebrate the incredible impact our community is making - one mile at a time.

Join us and go the distance for Guiding Eyes!



Please see the following page for Sponsorship opportunities



Lisa De Luca
Head of Corporate Partnerships
ldeluca@guidingeyes.org

Guiding Eyes for the Blind
611 Granite Springs Road | Yorktown Heights, NY 10598
www.guidingeyes.org

Premier WAGATHON Sponsor: \$25,000

Benefits include:

- Prominent logo display on website pages (1,500,000 unique web page views annually)
- Tagging and page link in social media posts- multiple throughout August and September
- Four dedicated social posts over the course of the campaign and event - the only sponsor mentioned / tagged - Facebook (100k) and Instagram (40k)
- One dedicated LinkedIn post
- Email inclusion - logo included in multiple emails over the course of the campaign and event - including communicating directly to Guiding Eyes' marketing database, graduates, and volunteers - 50,000 reach
- Prominent logo display on t-shirts gifted to all registrants raising over \$100
- Opportunity to include an insert in the registration package - at least 500 registrants
- 25 WAGATHON t-shirts, bandanas, and dog tags for your corporate team
 - If you choose to create a corporate team, we will create a dedicated blog post celebrating your team and highlighting your business and philanthropic spirit

WAGATHON "Puppy Raiser" Sponsor: \$10,000

A portion of your donation goes to help with registration fees for our Puppy Raisers and Graduates.

Benefits include:

- Prominent logo display on website pages (1,500,000 unique web page views annually)
- Tagging and page link in social media posts- multiple throughout August and September
- Two dedicated social posts over the the course of the campaign and event - the only sponsor mentioned / tagged - Facebook (100k) and Instagram (40k)
- Email inclusion - logo included in multiple emails over the course of the campaign and event - communicating directly to Guiding Eyes' marketing database, graduates, and volunteers - 50,000 reach
- Opportunity to include an insert in the registration package - at least 500 registrants
- 15 WAGATHON t-shirts, bandanas, and dog tags for your corporate team

Supporting WAGATHON Sponsor: \$5,000

Benefits include:

- Logo display on website pages
- Tagging and page link in social media posts- multiple throughout August and September
- Opportunity to include an insert in the registration package - at least 500 registrants
- 10 WAGATHON t-shirts bandanas, and dog tags for your corporate team

Gifts In-Kind

Each year, Guiding Eyes proudly celebrates the dedicated participants who reach key fundraising milestones during the WAGATHON. Their passion and commitment help power our mission - and we believe that deserves recognition.

To make this celebration even more meaningful, we welcome in-kind donations to reward these incredible supporters. From pet gear to gift cards, branded merchandise to experiences, your contribution helps us say thank you in a special way.

Partners that contribute in-kind donations will be featured on social posts and have logo placement on a t-shirt that's gifted to registrants that raise more than \$100.

Interested in partnering with us? We'd love to hear from you!

Please get in touch with Lisa De Luca, Head of Corporate Partnerships - ldeluca@guidingeyes.org.