

Defining the



CWA

CAT WRITERS' ASSOCIATION

A global, cat-centric professional organization dedicated to excellence in written, visual, and audio media.

Your Conduit  
to  
Media Visibility

Background images, clockwise from top left: Pixabay, Brotin Biswas, George Milton, Element5 Digital, Jens Mahnke of AtomLabor Blog, and Oleg Magni, all from Pexels.

# 2025 Sponsorship Opportunities Overview

## Special Awards

- Brand prominence w/ name on award
- Design award criteria to tie in with a cause or initiative
- Spring & fall promotion

Commitments due January 15

Payments due February 15

## General Sponsorships

- Broadest visibility
- Year-round recognition
- Direct video & social media promotions
- Highest prestige

Commitments due January 15

Payments due February 15

## Fundraiser Prizes

- Heavy product focus
- Great for new products & new brands
- Fall promotion leading up to holiday season

Commitments due August 1, 2025

You ship prizes directly to winners in November

**Interested in CWA Sponsorship?**

**[Email the President here!](#)**





# By the Numbers

## Members As of 9/2024

### 240+ Total:

- 226 in the USA
- 5 in Canada
- 8 in the UK
- 4 in Europe
- 1 in Egypt
- 1 in New Zealand



Founded: **1992**

1,275 Awards Presented Through 2024

**\$250,000+**  
Sponsored Special Awards Prizes

## How Our Members Communicate

<b>17</b> Artists	<b>16</b> Journalists	<b>84</b> Book Authors	<b>26</b> Photographers
<b>10</b> Freelance Writers	<b>10</b> Show Hosts	<b>65</b> Bloggers	<b>21</b> Poets Professional Speakers
<b>77</b> General Writers (articles, short stories, copywriting, etc.)	<b>6</b> Vloggers	<b>5</b> Producers (TV & radio)	<b>28</b> Editors
<b>4</b> On-Air Personalities	<b>7</b> Publicists	<b>7</b> Publishers	<b>10</b> Product Reviewers

## Social Media Reach of CWA Members\*

<b>X (Twitter)</b>	<b>95</b> Members Active	<b>292,874</b> Followers			
<b>LinkedIn</b>	<b>110</b> Members Active	<b>37,486</b> Connections	<b>109,395</b> Followers		
<b>Instagram</b>	<b>94</b> Members Active	<b>91,791</b> Posts	<b>677,808</b> Followers		
<b>Facebook</b>	<b>36</b> Members Active	<b>24,263</b> Friends	<b>2,525,149</b> Page Followers		
<b>YouTube</b>	<b>47</b> Member Channels	<b>141,530</b> Subscribers	<b>8,354</b> Videos	<b>8,017,338</b> Views	
<b>Pinterest</b>	<b>40</b> Members Active	<b>118,142</b> Followers	<b>2,653,606</b> Monthly Views		
<b>Goodreads</b>	<b>73</b> Members Active	<b>944</b> Books	<b>126,935</b> Ratings	<b>4.07</b> Average Rating	<b>11,991</b> Reviews
<b>Quora</b>	<b>7</b> Members Active	<b>1,092</b> Followers	<b>2,288,618</b> Content Views		
<b>TikTok</b>	<b>13</b> Members Active	<b>554,886</b> Followers	<b>16,113,784</b> Likes		
<b>Amazon</b>	<b>75</b> Member Author Pages	<b>574</b> Titles	<b>53,010</b> Ratings		
<b>Medium</b>	<b>3</b> Members Active	<b>4,464</b> Followers			
<b>Total Reach:</b>		<b>Minimum of 32,895,525 Worldwide!</b>			

The CWA's membership also includes those credentialed as:

- Veterinarians
- Certified/Registered Vet Techs
- Certified Behavior Consultants
- Accredited in Public Relations
- Attorneys

If you want to reach cat lovers, our members are the people who communicate about cats.

But our audiences are diverse and reach far beyond *only* cat lovers!

\*Social media figures current through September, 2024 with complete profiles for about 40% of CWA members.





# 2025 Lion (Emerald) Sponsorship

Our premier-level sponsorship for highest visibility year-round.  
Purr-fect for industry leaders and big brands.

- 📍 **Logo + link on CWA website**
- 📍 **Ad in Contest promo emails to CWA members**
- 📍 **Ad in Conference promo emails to CWA members**
- 📍 **Six (6) Sponsor Spotlight videos on the CWA's YouTube channel**
- 📍 **Feature article/interview on the CWA Blog, promoted on all the CWA's social media channels**
- 📍 **Logo on conference welcome banner**
- 📍 **Four (4) tickets to full conference (+ awards banquet, if live)**
- 📍 **Full Page ad in all CWA publications for members:**
  - **2025 CWA Member Directory**
  - **2025 Outside Events Guide**
  - **2025 CWA Social Media Report**
  - **CWA Conference Program**
  - **CWA Awards Program**
- 📍 **Listing in 2025 CWA Sponsor Directory**
- 📍 **Opportunity to share promotional material with conference attendees**
- 📍 **Large booth in conference exhibit hall (whether live or virtual)**
- 📍 **Opportunity to present a session at conference (w/ topic approval)**
- 📍 **5 minutes to speak during Awards Ceremony**
- 📍 **Logo + link in dedicated social media thank-you to individual Lion Sponsors**
- 📍 **Logo + link in post-conference email to attendees + CWA members**

**\$7,500 USD**

**Buy Now!**

Background image: PublicDomainPictures on Pixabay





## 2025 Tiger (Platinum) Sponsorship

Our second-tier level of major sponsorship.

The cat's meow for major brands desiring year-round visibility who don't have to be top-tier.

- 🏆 **Logo + link on CWA website**
- 🏆 **Ad in Contest promo emails to CWA members**
- 🏆 **Ad in Conference promo emails to CWA members**
- 🏆 **Four (4) Sponsor Spotlight videos on the CWA's YouTube channel**
- 🏆 **Logo on conference welcome banner**
- 🏆 **Three (3) tickets to full conference (+ awards banquet, if live)**
- 🏆 **Half Page ad in all CWA publications for members:**
  - **2025 CWA Member Directory**
  - **2025 Outside Events Guide**
  - **2025 CWA Social Media Report**
  - **CWA Conference Program**
  - **CWA Awards Program**
- 🏆 **Listing in 2025 CWA Sponsor Directory**
- 🏆 **Opportunity to share promotional material with conference attendees**
- 🏆 **Large booth in conference exhibit hall (whether live or virtual)**
- 🏆 **5 minutes to speak during lunch break at conference**
- 🏆 **Logo + link in dedicated social media thank-you to individual Tiger Sponsors**
- 🏆 **Logo + link in post-conference email to attendees + CWA members**

**\$5,000 USD**

**Buy Now!**





# 2025 Leopard (Gold) Sponsorship

Our most popular sponsorship level!

Paw-fect for mid-level brands desiring visibility all year.

- 🏆 **Logo (unlinked) on CWA website**
- 🏆 **Logo in Contest promo emails to CWA members**
- 🏆 **Logo in Conference promo emails to CWA members**
- 🏆 **Three (3) Sponsor Spotlight videos on the CWA's YouTube channel**
- 🏆 **Logo on conference welcome banner**
- 🏆 **Two (2) tickets to full conference (+ awards banquet, if live)**
- 🏆 **Quarter Page ad in these CWA publications for members:**
  - **2025 CWA Member Directory**
  - **2025 Outside Events Guide**
  - **2025 CWA Social Media Report**
  - **CWA Conference Program**
- 🏆 **Listing in 2025 CWA Sponsor Directory**
- 🏆 **Opportunity to share promotional material with conference attendees**
- 🏆 **Mid-size booth in conference exhibit hall (whether live or virtual)**
- 🏆 **5 minutes to speak during lunch break at conference**
- 🏆 **Logo in group social media thank-you to Leopard Sponsors**
- 🏆 **Logo in post-conference email to attendees + CWA members**

**\$2,500 USD**

**Buy Now!**

Background image: G.C. of garten\_gg on Pixabay





# 2025 Panther (Silver) Sponsorship

Our second most popular sponsorship level!

Pounce on this if you're a rising brand looking to raise your media profile.

- 🐾 **Logo (unlinked) on CWA website**
- 🐾 **Logo in Contest promo emails to CWA members**
- 🐾 **Logo in Conference promo emails to CWA members**
- 🐾 **Two (2) Sponsor Spotlight videos on the CWA's YouTube channel**
- 🐾 **Logo on conference welcome banner**
- 🐾 **One (1) ticket to full conference (+ awards banquet, if live)**
- 🐾 **Eighth Page (business-card size) ad in these CWA publications for members:**
  - **2025 CWA Member Directory**
  - **2025 Outside Events Guide**
  - **2025 CWA Social Media Report**
  - **CWA Conference Program**
- 🐾 **Listing in 2025 CWA Sponsor Directory**
- 🐾 **Opportunity to share promotional material with conference attendees**
- 🐾 **Mid-size booth in conference exhibit hall (whether live or virtual)**
- 🐾 **Logo in group social media thank-you to Panther Sponsors**
- 🐾 **Logo in post-conference email to attendees + CWA members**

**\$1,000 USD**

**Buy Now!**





# 2025 Jaguar (Bronze) Sponsorship

Our entry-level sponsorship tier for companies and brands. New on the scene? This level is custom-made to give CWA members and followers a first look at you, at a budget-friendly level.

- 🏆 **Logo (unlinked) on CWA website**
- 🏆 **Logo in Contest promo emails to CWA members**
- 🏆 **Logo in Conference promo emails to CWA members**
- 🏆 **One (1) Sponsor Spotlight video on the CWA's YouTube channel**
- 🏆 **Logo on conference welcome banner**
- 🏆 **One (1) ticket to full conference**
- 🏆 **Logo listed with other Jaguar sponsors in these CWA publications for members:**
  - **2025 CWA Member Directory**
  - **2025 Outside Events Guide**
  - **2025 CWA Social Media Report**
  - **CWA Conference Program**
- 🏆 **Listing in 2025 CWA Sponsor Directory**
- 🏆 **Opportunity to share promotional material with conference attendees**
- 🏆 **Small table in conference exhibit hall (whether live or virtual)**
- 🏆 **Inclusion in group social media thank-you to Jaguar Sponsors**
- 🏆 **Logo in post-conference email to attendees + CWA members**

**\$500 USD**

**Buy Now!**





# 2025 Ocelot (Friend) Sponsorship

Designed for individuals.

Congratulate, support, or just say "hello!" to CWA members.

- 🐾 **Name (no logo) on CWA website**
- 🐾 **Name in Contest promo emails to CWA members**
- 🐾 **Name in Conference promo emails to CWA members**
- 🐾 **Name on conference welcome banner**
- 🐾 **One (1) ticket to full conference**
- 🐾 **Name listed with other Ocelot sponsors in these CWA publications for members:**
  - 2025 CWA Member Directory
  - 2025 Outside Events Guide
  - 2025 CWA Social Media Report
  - CWA Conference Program
- 🐾 **Listing in 2025 CWA Sponsor Directory**
- 🐾 **Opportunity to share promotional material with conference attendees**
- 🐾 **Inclusion in group social media thank-you to Ocelot Sponsors**
- 🐾 **Name in post-conference email to attendees + CWA members**

\$250

**Buy Now!**

Background image: Doug Morris on Unsplash





# 2025 Special Award Sponsorships

Award	2024 Awarded to Winner	Status
Kitten Care and Rescue/Adoption	\$500	Pending
Dr. Jim Richards Feline Veterinary Health Issues	\$500	Pending
GoodNewsForPets.com Human-Animal Bond	\$500	Sponsored
Kuykendall Image	\$500	Pending
Newcomer Cat Communications	\$500	Pending
Kari Winters Rescue and Rehabilitation	\$500	Pending
Lori Huston Feline Health	\$500	AVAILABLE!
Nancy Marano Senior Cat Well-Being	\$1,000	Sponsored
Behavioral Training	\$1,000	Pending
Cat Safety	\$750	Pending
Best Litter-ary	\$500	Pending
Feline Skin and Ear Care	\$750	Pending
Michael Brim Distinguished Service	\$500	AVAILABLE!
Shojai Mentor	\$500	AVAILABLE!
President's	\$500	Pending
<i>Create Your Own!</i>	minimum \$500	AVAILABLE!

Minimum sponsorship of \$1,000, which includes \$500 in cash to the CWA. Big Cat Sponsors may roll over that \$500 into their Big Cat sponsorship total.

Your name goes on the award you sponsor, and you have input on the criteria for it.

Create your own special award, to encourage public education about a specific cat-related concept or program – ask us for suggestions and guidance; we're happy to help!

**HURRY to avoid missing out! [Act now to reserve your award!](#)**





# Fall Charity Fundraiser Prizes

Each October, the Cat Writers' Association holds a fundraiser for a cat-related nonprofit organization chosen by our conference keynote speaker. For each \$5 a person donates to this effort, they get an entry into a drawing for door prizes donated by our sponsors. Prizes have included gift baskets and certificates, services such as book cover designs, or larger items like strollers, automated litter boxes, and cat trees.

## Excellent opportunity to showcase:

- a larger-ticket product
- a new line of products
- an assortment of your best-sellers in a gift basket

No limit to the upper-end value or number of prizes you may donate

Minimum prize value: \$40 USD.

After the prize drawing during presentation of the check to the charity, we will notify you of the winner's or winners' address(es) and you will ship your donated prize(s) directly to them. Donors are recognized with [pre-fundraiser videos](#) and social media promotions of their item, as well as on the RallyUp fundraiser page, during the live prize drawings on the CWA's Facebook page, and will be listed in the 2026 CWA Sponsor Directory.

Past beneficiaries of these fundraisers have included:



## Interested?















[Email our president now to indicate your interest](#), and we'll contact you in summer of 2025 for details!



Samples of past social media promotions of fundraiser prize donations



## Main Sponsorship Opportunities Grid

Benefit	Big Cat Sponsorships						
	 <b>Lion</b> <b>7,500</b>	 <b>Tiger</b> <b>5,000</b>	 <b>Leopard</b> <b>2,500</b>	 <b>Panther</b> <b>1,000</b>	 <b>Jaguar</b> <b>500</b>	 <b>Ocelot</b> <b>250</b>	 <b>Awards</b> <b>min. 1,000</b>
	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Contact Us Now</a>
Representation on CWA Website	Logo + Link	Logo + Link	Logo	Logo	Logo	Name	Logo on Awards Page, Name on Award
Representation in Contest promotional emails to CWA members	Ad	Ad	Logo	Logo	Logo	Name	Name on Award
Sponsor Spotlight videos on the CWA's YouTube channel & shared on all the CWA's social media pages	6	4	3	2	1		*
Feature article/interview on the CWA Blog, promoted on all the CWA's social media channels							*
Representation on Conference Welcome Banner	Logo	Logo	Logo	Logo	Logo	Name	*
Tickets to full conference	4	3	2	1	1	1	*
Representation in 2025 CWA Member Directory distributed to all CWA members	Full-page Ad	Half-Page Ad	Quarter-Page Ad	Eighth-Page Ad	Logo	Name	Logo on page of Award Sponsors
Representation in 2025 Outside Events Guide distributed to all CWA members	Full-page Ad	Half-Page Ad	Quarter-Page Ad	Eighth-Page Ad	Logo	Name	Logo on page of Award Sponsors
Representation in 2025 CWA Social Media Report distributed to all CWA members	Full-page Ad	Half-Page Ad	Quarter-Page Ad	Eighth-Page Ad	Logo	Name	Logo on page of Award Sponsors
Representation in 2025 CWA Conference Program	Full-page Ad	Half-Page Ad	Quarter-Page Ad	Eighth-Page Ad	Logo	Name	Logo on page of Award Sponsors
Representation in 2025 CWA Awards Program	Full-page Ad	Half-Page Ad					Name on Award
Opportunity to share promotional material with 2025 CWA Conference attendees							*
Booth in 2025 CWA Conference exhibit hall (whether live or virtual)	Large	Large	Mid-size	Mid-size	Small		*
Representation during 2025 CWA Conference	Present a session	5 minutes to speak during lunch	5 minutes to speak during lunch				*
Representation in 2025 CWA Awards ceremony program	Full-page Ad	Full-Page Ad	Half-Page Ad	Half-Page Ad	Logo	Name	*
Representation during 2025 CWA Awards Ceremony	5 minutes to speak	Present a Muse award	Present a Muse award	Present a Muse award			Present award(s) sponsored; profile during ceremony; video ad during break in ceremony
Representation in post-conference social media	Logo + link in dedicated post	Logo + link in dedicated post	Logo in group thank-you posts	Logo in group thank-you posts	Name in group thank-you posts	Name in group thank-you posts	*
Representation in post-conference emails to members + attendees	Logo + link	Logo + link	Logo	Logo	Logo	Name	*

\* Benefit comparable to same level of dollar sponsorship for Big Cat, + the things that make Award sponsorship Special.