

Defining the



CWA

CAT WRITERS' ASSOCIATION

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

Your Source
for

Cat-focused
Communications
Professionals

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 31

Payments due February 15

“Big Cat” (General) Sponsorships

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

Commitments due January 31

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

[Contact the CWA President about sponsorship in 2025!](#)



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

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

Social Media Reach of CWA Members*

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

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.



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

Media professionals
and cat experts in one
organization!

Need a show guest? Writer?
Photographer? Artist? Speaker?

We have those!

CWA Media Inquiries:

Contact Mary Tan at Whisker Media

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mary@whiskermedia.com

612-629-3303

Catwriters.com