



Dane County Humane Society's

Four Lakes Wildlife Center

RUN WILD Cross Country 5K & 10K Run/Walk

October 12, 2013

Dane County Humane Society's Four Lakes Wildlife Center (FLWC) proudly announces the second annual "Run Wild" Cross Country 5K Run/Walk in October. "Run Wild" is a new undertaking aimed at increasing support for our wildlife rehabilitation efforts. We anticipate this event will become a major annual fundraiser and an opportunity for your organization to be promoted as a supporter of FLWC in our mission of *providing responsible care for the ill, injured and orphaned wildlife of south central Wisconsin*. By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts preceding and during the event, directed at FLWC's many thoughtful wildlife rescuers, participants and volunteers. From race day T-shirts to social media, FLWC utilizes a variety of outlets to promote the event and our supporters. By aligning your business with FLWC, you will attract new clients, encourage environmental stewardship, and directly support the care of injured and orphaned wildlife. "Run Wild" is 99% volunteer-run, allowing us to get the most impact from funds raised. Your sponsorship dollars will go directly to the care of the wildlife, which is our shared natural heritage. You will be giving back to the community rather than another business' bottom line. Help us help animals and we all benefit!

STATISTICS

"Run Wild" is expected to be a well-attended event for years to come. Our event includes:

- Approximately 300 race day participants and their families and volunteers
- 3,500 quarterly *Petpourri* readers (DCHS)
- 6,000 Facebook fans, Twitter followers, and Google +1'ers
- 15,000 *Pawprint* subscribers
- 23,000 unique giveshelter.org visitors each month

Please see "Levels & Benefits" on the flipside. To ensure the full benefit of our gratitude, please make a commitment as soon as available, but no later than Friday, August 5th, 2013. For more information or to make a commitment, contact:

Erika Cardenas
Race Director, "Run Wild"
FLWC5K@gmail.com
(608) 239-5978

Dane County Humane Society's Four Lakes Wildlife Center is a licensed wildlife rehabilitation facility caring directly for most native Wisconsin wildlife species. DCHS's FLWC is a private, nonprofit, charitable organization, not a government or federally funded program, which depends on corporate sponsorships, individual donations, and modest fees for service to help thousands of wild animals annually. Federal ID #39-0806335

LEVELS & BENEFITS

Eagle - \$1,000 +

- Prominent display on back of race day T-shirt.
- Spoken acknowledgement by the event emcee.
- Share signage/materials in race bags (provided by you).
- Post a logo and link on event website.
- Inclusion of logo in promotional materials, including newspaper advertisements.

Crane - \$750

- Moderate display on back of race day T-shirt.
- Share signage/materials in race bags (provided by you).
- Post a logo and link on event website.
- Inclusion of logo in promotional materials, including newspaper advertisements.

Loon - \$500

- Small display on back of race day T-shirt.
- Share materials in race bags (provided by you).
- Post a logo and link on event website.

Robin - \$250

- Post name and link on website.
- Share materials in race bags (provided by you).

Hummingbird - \$100

- Post name and link on website.