



Run Wild for the Detroit Zoo
SPONSORSHIP PROPOSAL 2011

DETROIT ZOOLOGICAL SOCIETY®



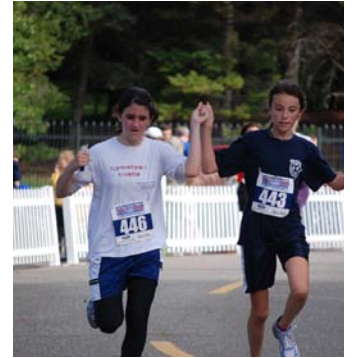
DETROIT ZOO ♦ BELLE ISLE NATURE ZOO

RUN WILD SPONSORSHIP PROPOSAL 2011

RACE OVERVIEW

The Detroit Zoological Society is pleased to invite you to lace up your running shoes and join the race during our annual fundraiser *Run Wild for the Detroit Zoo*.

- While promoting physical fitness and a healthy lifestyle, *Run Wild* raises funds to support the state-of-the-art Ruth Roby Glancy Animal Health Complex which provides veterinary care for animals at the Detroit Zoo.
- Now in its 15th year, this well-respected, high-quality racing event draws more than **2,800** participants from all over Southeast Michigan.
- During this spectacular experience, participants can compete in 5K and 10K races or take part in the Family Fun Walk.
 - ▶ More than **1,800** 5K and 10K runners will race through the scenic streets of Huntington Woods surrounding the Zoo, while more than **1,050** Family Fun Walk participants will follow an enjoyable course throughout the Zoo past many of our award-winning habitats.
 - ▶ *Run Wild* has been recognized by the Governor's Council on Physical Fitness as a quality physical activity event that significantly contributes to the health and well-being of Michigan residents.
- Following the 5K and 10K races and Family Fun Walk, participants enjoy a Post-Race Party. The festivities include awards, food, beverages, music, children's games and activities and the Zoo's award-winning habitats.



RACE INFORMATION

DATE: Sunday, September 18, 2011

TIME: 8 a.m. to noon

ATTENDANCE: Approximately 2,800 race and walk participants plus their families and friends



SPONSORSHIP OPPORTUNITIES

Don't miss this chance to partner with *Run Wild for the Detroit Zoo*!



Run Wild provides a unique way to connect your brand with the Detroit Zoo through a fun and memorable experience.

Run Wild offers **five high-value partnership levels** which are detailed on the following page. Each partnership level is supported by an array of exciting marketing and sales promotion benefits whose value well exceeds the partnership fee. We can also provide **multiple-year agreements** so you can secure *Run Wild* sponsorship for years to come.

If you have questions regarding any *Run Wild* partnership level or multiple-year agreements, please contact **Ty Hicks, Sponsorship Manager, at (248) 541-5717 ext. 3707 or thicks@dzs.org**.

BENEFITS-AT-A-GLANCE

Sponsor Benefits	TIGER Title Sponsor \$50,000	ZEBRA Post-Race Celebration Sponsor \$25,000	GIRAFFE Sponsor \$10,000	ANTELOPE Sponsor \$5,000	RED KANGAROO Sponsor \$2,500
RUN WILD EVENT PROMOTION					
Company will be incorporated into <i>Run Wild</i> event logo	√				
Corporate profile on <i>Run Wild</i> website and link to your website	√				
Title sponsor recognition on two large banners displayed along Woodward and 10 Mile Rd.	√				
Logo in <i>Run Wild</i> paid advertising	√	√			
Logo in <i>Habitat</i> quarterly member magazine <i>Run Wild</i> article (56,000 circulation)	√	√			
Logo in <i>Zmail</i> monthly member electronic newsletter <i>Run Wild</i> article (38,000 circulation)	√	√			
Logo in <i>Harambee Headlines</i> monthly employee and volunteer newsletter <i>Run Wild</i> article (1,200 circulation)	√	√			
Recognition in <i>Run Wild</i> press releases	√	√	√		
Logo on <i>Run Wild</i> posters	√	√	√		
Logo and sponsor level on <i>Run Wild</i> entry forms	√	√	√	√	
Logo on <i>Run Wild</i> website	√	√	√	√	√
RUN WILD EVENT					
Recognition on registration and directional signage	√				
Opportunity to display up to 12 banners (provided by sponsor)	√				
Opportunity to officiate the race start	√				
Booth space at packet pick-up	√	√			
Logo on participant bibs and bags	√	√			
Logo on stage signage	√	√			
Awards ceremony participation	√	√			
Recognition during stage announcements	√	√	√	√	
Booth space on race day	√ <i>Prime Location</i>	√ <i>Prime Location</i>	√	√	
Logo on <i>Run Wild</i> T-shirts	√ <i>Front</i>	√ <i>Back</i>	√ <i>Back</i>	√ <i>Back</i>	
Opportunity to include a gift in participant bags	√	√	√	√	√
Recognition on water station signage	√	√	√	√	√
Complimentary <i>Run Wild</i> race entries	100	60	40	20	10
ADDITIONAL BENEFITS BEYOND RUN WILD					
Customized benefits (negotiable)	√	√			
One article or offer in <i>Habitat</i> quarterly member magazine (56,000 circulation)	1/2 page	1/4 page			
One article or offer in <i>Zmail</i> monthly member electronic newsletter (38,000 circulation)	1/2 page	1/4 page			
One article or offer in <i>Harambee Headlines</i> monthly employee and volunteer newsletter (1,200 circulation)	1/2 page	1/4 page			



STATEMENT OF PURPOSE:
Celebrating and Saving Wildlife
 MISSION STATEMENT

- Demonstrating leadership in wildlife conservation and animal welfare
- Providing a broad audience with outstanding and unique educational opportunities that lead to the appreciation and stewardship of nature
- Inspiring our community with engaging, meaningful and memorable experiences
- Providing innovative zoological facilities that contribute to the region's economic vitality
- Demonstrating organizational excellence consistent with a commitment to outstanding service, progressive resource management and environmental leadership



ABOUT THE DETROIT ZOOLOGICAL SOCIETY

- The Detroit Zoological Society (DZS) is a 501(c)(3) non-profit organization that operates the Detroit Zoo and Belle Isle Nature Zoo.
- The 125 acres of naturalistic habitats are home to more than 3,300 animals, representing over 300 species.
- Featuring imaginative education programs, significant conservation projects and innovative habitats, the Detroit Zoo hosts more than 1.2 million visitors annually and has nearly 56,000 member households.
- For more information visit www.detroitzoo.org.

DETROIT ZOOLOGICAL SOCIETY®



DETROIT ZOO ♦ BELLE ISLE NATURE ZOO
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