

Event Sponsorship Opportunities

BARN & BBQ AND RUN-A-MUCK



WILLISTOWN
CONSERVATION TRUST

BE AN INTEGRAL PART OF OUR BIGGEST EVENTS OF THE YEAR!



Local business sponsors are imperative to Willistown Conservation Trust (WCT)'s success. With your support, we can continue our important work of preserving and managing the natural resources and local lands of Chester County, and share these unique resources with people of all ages and backgrounds. When you become a sponsor of Barns & BBQ or Run-A-Muck, you receive the opportunity to:

- **Reach thousands of our followers and supporters in Chester County and the greater region of Philadelphia through our marketing emails, print advertisements, and social marketing.**
- **Broadcast your services or products to our network and attendees in your target market.**
- **Support events that are important to your customers and brand!**

Barns & BBQ | Morning Barn Tour | June 3



This popular event offers two ticket levels to attendees: the Morning Barn Tour and Barns & BBQ. Both tours feature beautiful Chester County barns and farms, and the Barns & BBQ attendees end the evening with a cocktail hour, catered supper, and live music overlooking preserved land.

Run-A-Muck | October 21



Our Run-A-Muck event is a day dedicated to celebrating our mutual commitment to conserving land. The event includes a 5K run and walk in the beautiful Willistown countryside, followed by a celebration with a live band, barbecue dinner, and of course, fun for the whole family.

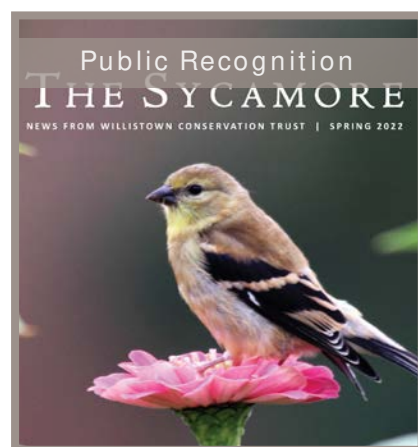
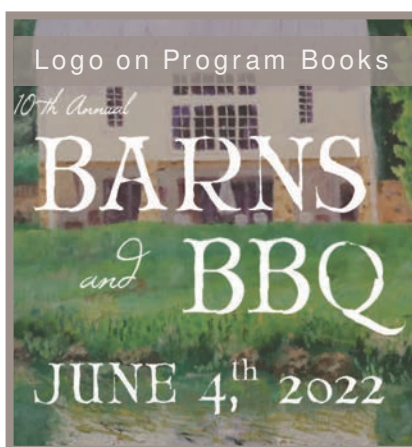
You could qualify for a tax deduction when you become a sponsor of Barns & BBQ or Run-A-Muck!

BARNES & BBQ SPONSORSHIP

When you become a **Barns & BBQ** Sponsor, you are supporting not one, but two of our biggest events of the year: Barns & BBQ and Run-A-Muck. Our Barns & BBQ Sponsors have the opportunity to reach our most vital supporters, as well as Chester and Delaware County residents.

In addition to exposure on our website, social media, multiple e-blasts, targeted advertising, and physical mailings that go to thousands of recipients, you also receive recognition on our signs, tee-shirts, and other materials at these events and beyond.

Barns & BBQ Sponsors also receive tickets to both Barns & BBQ and Run-A-Muck, allowing you to enjoy two days of fun among our network of supporters and community of conservationists.



Sponsorship Levels

- **LAND CONSERVATION** | \$20,000
- **COMMUNITY FARM** | \$7,500
- **BIRD CONSERVATION** | \$5,000
- **HABITAT RESTORATION** | \$3,000

Ad Space

- **PROGRAM BOOK** | \$1,500

Contact Information

To become a Barns & BBQ Sponsor or Barns & BBQ advertiser, please contact:

- **CHELSEA HECK**
cmh@wctrust.org | 610.353.2562 (ext. 112)

BARNS & BBQ SPONSORSHIP BENEFITS



	LAND CONSERVATION SPONSOR* \$20,000	COMMUNITY FARM SPONSOR \$7,500	BIRD CONSERVATION SPONSOR \$5,000	HABITAT RESTORATION SPONSOR \$3,000	PROGRAM BOOK AD SPACE \$1,500
Logo on front covers of Barns & BBQ and Morning Barn Tour material: invitations and program books.	●				
Exclusive promotional display space at a mutually agreed upon barn at Barns & BBQ and Morning Barn Tour.	●	●			
Recognition on digital marketing, press releases, and social media platforms.	●	●	●		
Logo listed on recognition displays at each barn at Barns & BBQ and Morning Barn Tour.	●	●	●	●	
Tickets to Barns & BBQ or Morning Barn Tour.		6 tickets	4 tickets	2 tickets	
Tickets to Run-A-Muck.		6 tickets	4 tickets	4 tickets	
Logo on 10 - 15 Barns & BBQ e-blasts sent to 2,200 individuals and targeted groups.	●	●	●	●	
Logo on Run-A-Muck postcard delivered to 2,500+ households.	●	●	●	●	
Logo on Run-A-Muck tee-shirts and sponsor banners at Run-A-Muck event.	●	●	●	●	
Recognition in WCT's print newsletter — <i>The Sycamore</i> — sent to 2,650+ households.	●	●	●	●	
Logo and link to your website on the Barns & BBQ webpage and the Run-A-Muck webpage.	●	●	●	●	
Single page, full color ad in Barns & BBQ and Morning Barn Tour Program books (ad placement based on sponsorship level).	●	●	●	●	●

*Available to 1 Sponsor only

■ Sponsor level is full — check in next year!

We can work with you to create a customized Sponsorship level that fits your unique needs and budget!

Run-A-Muck regularly attracts more than 500 attendees and offers our Run-A-Muck Sponsors the chance to engage with all of them in a variety of ways. Choose from among our Run-A-Muck Sponsorship Levels to have your business promoted in a variety of locations, on tee-shirts, or even at the finish line! Run-A-Muck Sponsorship allows you to stand out from the crowd in support of local conservation.

Logo on tee-shirt



Logo on race bib



Logo on souvenir cups



Logo at start/finish line



Sponsorship Levels

- **PRESENTING HILLTOP** | \$10,000
- **TRAIL** | \$5,000
- **ENTERTAINMENT** | \$4,000
- **CREEK** | \$2,500
- **MEADOW** | \$1,500
- **COUNTRYSIDE** | \$750

Contact Information

To learn more and become a Run-A-Muck Sponsor, please contact:

- **CHELSEA HECK**
cmh@wctrust.org | 610.353.2562 (ext. 112)

RUN-A-MUCK SPONSORSHIP BENEFITS



	PRESENTING HILLTOP SPONSOR* \$10,000	TRAIL SPONSOR \$5,000	ENTERTAINMENT SPONSOR \$4,000	CREEK SPONSOR \$2,500	MEADOW SPONSOR \$1,500	COUNTRY- SIDE SPONSOR \$750
Corporate banner/logo at start and finish line.	●					
Logo on souvenir cups.	●					
Sponsorship table where you can advertise your services and products to attendees.	●	●				
Logo on signage along the 5K trail race and walking course.	●	●				
Logo displayed on trail map and race bib.	●	●				
Logo and sign located on stage.	●		●			
Logo and sign located at the bar area.	●		●			
Logo and sign located at creek crossing and along Crum Creek.	●			●		
Logo and sign located at the registration area.	●	●	●	●	●	
Logo on Run-A-Muck tee-shirts.	●	●	●	●	●	●
Logo and link to your website on Run-A-Muck e-blasts sent to 2,500+ people.	●	●	●	●	●	●
Logo and link to your website on Run-A-Muck webpage.	●	●	●	●	●	●
Tickets to Run-A-Muck.	16 tickets	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets
Bonus: Register as a Run-A-Muck Sponsor before March 1 , and get an ad in the Barns & BBQ and Barn Tour Program books!	●	●	●			

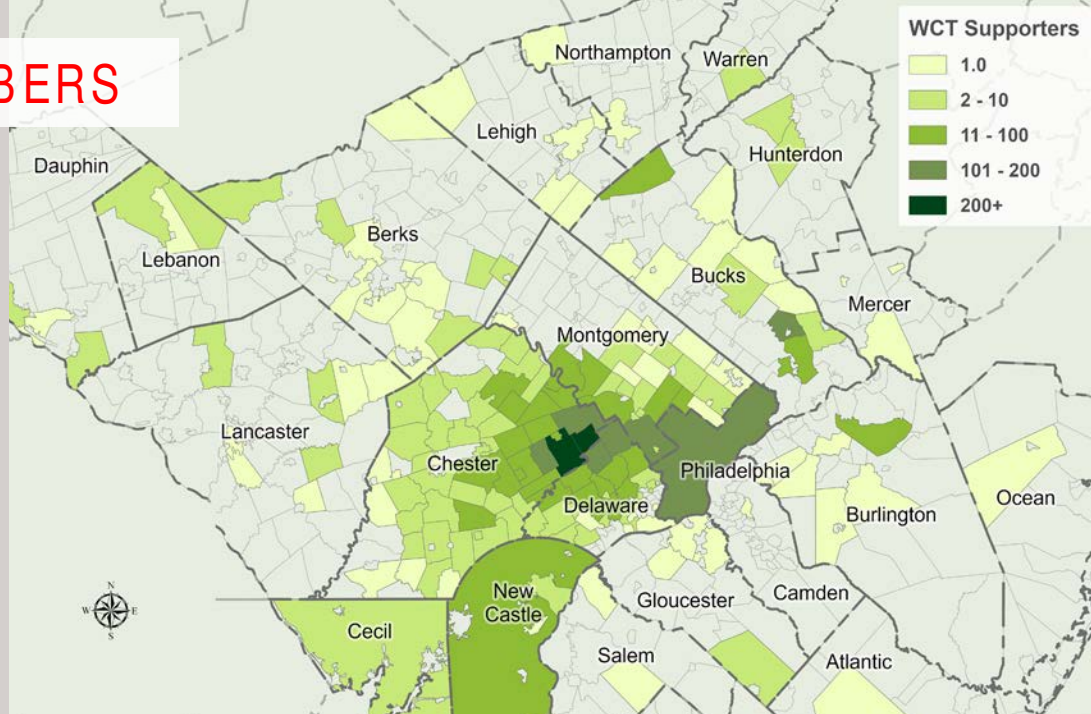
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We can work with you to create a customized Sponsorship level that fits your unique needs and budget!

2022 BY THE NUMBERS

The majority of Willistown Conservation Trust's supporters, attendees, followers, and subscribers are found along the Main Line, in the community of Chester County, and within the larger Philadelphia region.

We advertise Barns & BBQ and Run-A-Muck to our internal network and via a variety of external sources, bringing more views to your business.



ATTENDEES



150 Morning Barn Tour Attendees

250 Barns & BBQ Attendees

620 Run-A-Muck Registrants

SUBSCRIBERS



Web

49K Total Visitors

2.4K Visitors to Barns & BBQ Webpage

2.2K Visitors to Run-A-Muck Webpage

FOLLOWERS



Facebook

2.8K Followers

10K Reach for Barns & BBQ Advertisement

4K Reach for Run-A-Muck Advertisement

Instagram

2.6K Followers

Digital Newsletter

2.2K Subscribers

58% Open Rate*

7% Click Rate*

*Compare to Industry Average of 17-28% Open Rate and 2-6% Click Rate.

ABOUT WCT



WILLISTOWN CONSERVATION TRUST
925 PROVIDENCE ROAD
NEWTOWN SQUARE, PA 19073
610.353.2562 | WCTRUST.ORG

As a nonprofit specializing in land conservation, community, and environmental science, Willistown Conservation Trust focuses on 28,000 acres within the watersheds of Ridley, Crum, and Darby Creeks of Chester and Delaware Counties. Since 1996, WCT has helped permanently conserve over 7,500 acres, including three nature preserves open to the public: Ashbridge Preserve, Kirkwood Preserve, and Rushton Woods Preserve, which is home to Rushton Farm and the Rushton Conservation Center (RCC). WCT offers six renowned programs for public engagement and research: the Bird Conservation, Community Farm, Education & Outreach, Land Protection, Stewardship, and Watershed Protection Programs.