Event Sponsorship Opportunities

BARNS & BBQ AND RUN-A-MUCK

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!
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)
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Land Conservation Sponsor*</th>
<th>Community Farm Sponsor</th>
<th>Bird Conservation Sponsor</th>
<th>Habitat Restoration Sponsor</th>
<th>Program Book Ad Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$20,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Level 2</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>2 tickets</td>
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</tr>
<tr>
<td>Level 3</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
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</tr>
<tr>
<td>Level 4</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
<td></td>
</tr>
<tr>
<td>Level 5</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
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</tr>
<tr>
<td>Level 6</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
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</tr>
<tr>
<td>Level 7</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
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<tr>
<td>Level 8</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
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</tbody>
</table>

*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.

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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting Hilltop Sponsor* ($10,000)</th>
<th>Trail Sponsor ($5,000)</th>
<th>Entertainment Sponsor ($4,000)</th>
<th>Creek Sponsor ($2,500)</th>
<th>Meadow Sponsor ($1,500)</th>
<th>Countryside Sponsor ($750)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate banner/logo at start and finish line.</td>
<td>✅</td>
<td></td>
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<tr>
<td>Logo on souvenir cups.</td>
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<td>✅</td>
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</tr>
<tr>
<td>Sponsorship table where you can advertise your services and products to attendees.</td>
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<td></td>
<td>✅</td>
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<tr>
<td>Logo on signage along the 5K trail race and walking course.</td>
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<td>✅</td>
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</tr>
<tr>
<td>Logo displayed on trail map and race bib.</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Logo and sign located on stage.</td>
<td></td>
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<td></td>
<td>✅</td>
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</tr>
<tr>
<td>Logo and sign located at the bar area.</td>
<td></td>
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<tr>
<td>Logo and sign located at creek crossing and along Crum Creek.</td>
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<td></td>
<td></td>
<td>✅</td>
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</tr>
<tr>
<td>Logo and sign located at the registration area.</td>
<td></td>
<td></td>
<td>✅</td>
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<tr>
<td>Logo on Run-A-Muck tee-shirts.</td>
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</tr>
<tr>
<td>Logo and link to your website on Run-A-Muck e-blasts sent to 2,500+ people.</td>
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<tr>
<td>Logo and link to your website on Run-A-Muck webpage.</td>
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</tr>
<tr>
<td>Tickets to Run-A-Muck.</td>
<td>16 tickets</td>
<td>12 tickets</td>
<td>10 tickets</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
</tr>
<tr>
<td>Bonus: Register as a Run-A-Muck Sponsor before March 1, and get an ad in the Barns &amp; BBQ and Barn Tour Program books!</td>
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</table>

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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.

### 2022 BY THE NUMBERS

**ATTENDEES**
- **150** Morning Barn Tour Attendees
- **250** Barns & BBQ Attendees
- **620** Run-A-Muck Registrants

**FOLLOWERS**
- **Facebook**
  - 2.8K Followers
  - 10K Reach for Barns & BBQ Advertisement
- **Instagram**
  - 2.6K Followers
  - 4K Reach for Run-A-Muck Advertisement

**SUBSCRIBERS**
- **Web**
  - 49K Total Visitors
  - 2.4K Visitors to Barns & BBQ Webpage
  - 2.2K Visitors to Run-A-Muck Webpage
- **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**

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.