



AUGUST 15, 2015

Kids 2K and The Anchorage Mile

AUGUST 16, 2015

49K Ultra, Marathon/walk, Marathon Relay, Half Marathon and 5K

BE A PART OF THE ACTION

BWLR proudly recognizes all sponsors, partners and supporters. We advertise BWLR through a variety of media sources and actively participate in social media. We are always open to new ideas and will be happy to discuss other ways to promote and acknowledge your sponsorship.

We are appreciative of sponsor support to help defray some of the costs associated with putting on a large scale running event and to enable us to keep registration fees as low as possible. Fees alone do not cover the entire cost of putting on a race of this size. **For 2015, the estimated costs are \$210,000.**

SPONSORSHIP LEVELS

Gold Level Sponsorship \$5000 + (includes in-kind)

- ☐ Logo on all event and volunteer shirts
- ☐ Large banner provided by sponsor placed along fencing at start/ finish chute
- ☐ Link on BWLR website
- ☐ Promotion on race day and pre and post race events
- ☐ Complimentary race entries
- ☐ Booth at Health and Fitness Expo

Silver Level Sponsorship \$3000 + (includes in-kind)

- ☐ Logo on all event and volunteer shirts
- ☐ 6 foot banner provided by sponsor placed along fencing near start/finish chute
- ☐ Link on BWLR website
- ☐ Promotion on race day and pre and post race events
- ☐ Complimentary race entries
- ☐ Booth at Health and Fitness Expo

Bronze Level Sponsor \$2000 + (includes in-kind)

- ☐ 4 foot banner provided by sponsor placed along fencing near start/finish chute
- ☐ Link on BWLR website
- ☐ Promotion on race day and pre and post race events

Supporting Sponsor Under \$2000 (includes in-kind)

- ☐ Link on BWLR website
- ☐ Promotion on race day and pre and post race events

Event Sponsorship

- ☐ The Anchorage Mile

WHERE OUR DONATIONS GO

ARC college scholarships
Local high school sports teams
ARC member free runs at the Alaska Sports Dome
Other community sporting events

MAJOR COSTS ASSOCIATED WITH BWLR

Police and traffic control
Permits and trail usage fees
Aid stations
Finish line and race day operations
Registration and timing
Finisher apparel and awards

ABOUT US

Big Wild Life Runs (BWLR) has been a staple running event in the Anchorage community since 2008. Over the past few years, the race has evolved from a small running event into a world-class marathon affair attracting runners from across the globe. BWLR has become a much-loved event in the Anchorage community and it is thanks to community member support that we have been able to realize our mission of encouraging a healthy lifestyle through exercise.

The Anchorage Running Club (ARC) is a **501(c)(3) not-for-profit organization**. Funds raised by the BWLR help support the club's mission to promote a healthy lifestyle through running and exercise. BWLR is the main fundraiser for the ARC. The strength of the ARC and the success of BWLR relies on the support and partnership of the Anchorage community.

DEMOGRAPHICS

- 65% of participants are women.
- 35% of participants are men.
- The median age of women is 37.
- The median age of men is 34.
- 86% of participants were from Alaska. Of those, 72% were from the Anchorage area.

COMMUNITY SUPPORT MAKES BWLR A SUCCESS!

- 98.5% of participants surveyed said they would recommend BWLR to a friend.
- 68% of participants surveyed said they planned on participating in BWLR again.

TO LEARN MORE OR TO SET UP SPONSORSHIP PLEASE CONTACT:

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