



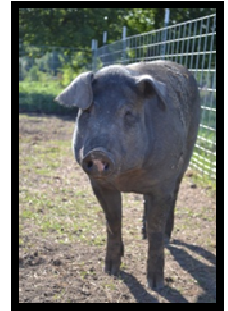
About Heartland Farm Sanctuary

Our mission at Heartland Farm Sanctuary (HFS) is to provide care for farm animals in need, nurture people through the human-animal bond, and foster respect and kindness toward animals and each other.

Heartland Farm Sanctuary, founded in 2009, is a 501(c)(3) tax-exempt, nonprofit organization dedicated to helping homeless farm animals in Wisconsin, and building connections between animals and vulnerable youth. We created Heartland to provide a safe, peaceful environment where youth and farm animals could come together to heal, grow, and have fun.

Farm Animal Shelter

When a farm animal needs a helping hand, we are there to transport the animal to our barn, where he or she receives veterinary care, nutritious food, and gentle attention from our caring staff and volunteers. When possible, we adopt our rescued animals to caring homes as companion animals. Many of our animals live out their lives in safety and comfort at our barn.



Therapeutic Animal Assisted Activities

Our rescued animals provide unique opportunities for special needs and at-risk youth to trust, heal, and grow beyond their life challenges. Children working with our animals are encouraged to contribute to the animals' well-being by feeding, grooming, and socializing our animals, all the while developing valuable life skills and a sense of accomplishment.



Humane Education

Our Humane Education staff bring animals to schools and youth organizations to teach kids about farm animals, their needs, and how kids can be a caring friend to all animals and each other.

Barn Tours

Group and individual visits to our barn are available with a donation to Heartland.



Partnership

Marketing



When businesses and nonprofits work together to serve our community, everyone wins. Partnering with Heartland Farm Sanctuary benefits **you** as well. Animals and youth have a wide appeal to people. A partnership with HFS allows us to continue our mission of providing for farm animals in need while helping vulnerable youth and other populations heal while also endearing consumers to your brand.

*According to recent research:

- ☛ 79% of Americans will switch from one product to another, price and quality equal, if the company is associated with a good cause.
- ☛ 85% of consumers have a more positive image of a product or company when it supports a cause they care about.
- ☛ 19% of Americans will buy a more expensive brand of a company that supports a cause.
- ☛ 46% are motivated to buy a product that supports a local organization, with that number jumping to 70% for adults aged 65 to 76.
- ☛ According to a 2011 BlogHer study, the three most popular causes in the United States are:

Breast Cancer (44%)

Animals (36%)

Children's Causes (35%)

*2008 Cone Cause Evolution Study/Ketchum's Cause Consumer Engagement Specialty Study

One Square

Fun Run



2012 Sponsorship Opportunities

Participants will run/walk one lap around the Capitol Square to raise awareness and funds to support Heartland Farm Sanctuary's homeless farm animals and programs for vulnerable youth. Afterward, participants will gather at the Madison Children's Museum where they can enjoy a complimentary lunch and chances to win a variety of great raffle prizes donated by downtown businesses.

The award-winning Madison Children's Museum is the area's premier destination for family fun and hands-on learning! Enjoy three floors of exhibits for ages birth to 12, from the Wilderdest for ages 5 and under to the four-season Rooftop Ramble, with animals and gardens. Relieve your cabin fever in the two-story climber made completely from salvaged materials, or make an original work in the Art Studio out of nature items and recycled materials. Every visit promises out-of-the-ordinary fun and a fresh experience for all ages.

Each participant will receive:

- Complimentary entrance into the Madison Children's Museum on the day of the run
- Complimentary lunch
- Runner's packet full of coupons and other items donated by the local business community
- (1) raffle ticket

Please review the sponsorship opportunities on the next page.



For More Information Contact:
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Kristin.Roosmalen@HeartlandFarmSanctuary.org



One Square

Fun Run



FOOD SPONSOR - \$1,500

- 5 admissions to event
- Mention on all press releases
- Recognition on event posters
- Recognition from the emcee and on signage at event
- Recognition on Facebook page and website
- Materials included in Runner's Packets

PRINTING SPONSOR - \$500

- 5 admissions to event
- Recognition on event posters
- Recognition on signage at event
- Recognition on Facebook page and website

SUPPORTING SPONSOR - \$250

- 2 admissions to event
- Recognition on Facebook page and website

Partnership Agreement



Please provide the following information:

Company: _____

Contact Person: _____

Contact Person Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

| Event/Program | 2012 Sponsor Level | 2013 Sponsor Level | 2014 Sponsor Level |
|----------------------------------|--------------------|--------------------|--------------------|
| One Square Fun Run | \$ | \$ | \$ |
| TOTAL SUPPORT PLEGGED | \$ | \$ | \$ |

You may choose to be billed in one lump sum or in periodic installments – we are happy to accommodate your needs. Unless otherwise arranged, we will invoice you in conjunction with each event you've chosen to support. Please note your preferences and any other details here:

Sponsor Signature: _____

HFS Signature: _____

Please return to:
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