

ONE SPONSORSHIP FEE!



TWO EPIC EVENTS!

September 13, 2025 Estabrook Park

Walk Run Wag! is a dog-friendly, 5k run and 2 mile walk that contributes a significant amount to Friends of MADACC's fundraising efforts and allows us to continue to help owned and sheltered animals in our community.

Barktoberfest is Friends of MADACC's longest running festival - drawing in people from all over the Milwaukee Metro area for dog-related vendors, lure course, agility events, dog-specific demos - and, of course, beer!

This year, we've decided run both events on the same day - that means sponsorship includes race-specific logo placement opportunities, as well as festival participation and recognition!

SPONSORSHIP LEVELS

September 13, 2025
Estabrook Park

GOLD SPONSOR - \$3500

- 🐾 Booth Space
- 🐾 Primary logo on race shirt
- 🐾 Primary logo on race website & event signage
- 🐾 Inclusion of sponsor-provided marketing material in participant packet
- 🐾 Mention on FoM social media - 6 posts
- 🐾 Logo placement on banners at all 6 Milwaukee dog parks
- 🐾 Logo/website link on FoM website

SILVER SPONSOR - \$1500

- 🐾 Booth Space
- 🐾 Secondary logo on race shirt
- 🐾 Secondary logo on website
- 🐾 Secondary logo on event signage
- 🐾 Mention on FoM social media - 4 posts
- 🐾 Logo placement on banners at 2 Milwaukee dog parks (of your choice)



BRONZE SPONSOR - \$250

- 🐾 Booth Space
- 🐾 Inclusion in our vendor passport program

BOOTH ONLY - \$200

- 🐾 Booth Space

APPLICATION



ORGANIZATION INFORMATION

Name of organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime phone: _____ Evening phone: _____

Email: _____

Will you be selling products or services: Yes (Wisconsin law requires sellers to display a valid permit)
 No

If yes, please describe the products/services: _____

SPONSORSHIP LEVEL

Booth only Bronze Silver Gold

I am a 501(3)(c) Rescue

Do you plan to use booth space?

Yes No

ADDITIONAL NOTES:

CREDIT CARD AUTHORIZATION FORM

Cardholder name: _____ Credit Card #: _____

Expiration date: _____ Security Code: _____ Signature: _____

Billing address: _____ Billing Zip: _____

I will send my check/money order to MADACC (address below)

Email completed forms to: friends@madacc.org

Please email a high resolution logo file to marketing@friendsofmadacc.org for passport inclusion, signage, web and print use.

Final confirmation needed by August 13 .

Checks or Money Orders should be made payable to:

Friends of MADACC
PO Box 341906
Milwaukee, WI 53234

(Note "Barktoberfest/WRW" on check memo)

