

ONE SPONSORSHIP FEE!



TWO EPIC EVENTS!

September 26, 2026 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, dog-specific demos, and of course, beer!

We're running both events on the same day - that means sponsorship includes race-specific logo placement opportunities, as well as festival participation and recognition!



Friends of MADACC is a 501(c)(3) nonprofit organization dedicated to promoting community awareness and improving the welfare of homeless animals in Milwaukee County. Find out more at www.friendsofmadacc.org.

SPONSORSHIP LEVELS

September 26, 2026
Estabrook Park

GOLD SPONSOR - \$3000

- 🐾 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 - \$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(c)(3) 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: amilarfom@gmail.com

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

Final confirmation needed by August 1st, 2026.

Checks or Money Orders should be made payable to:

Friends of MADACC
PO Box 341906
Milwaukee, WI 53234

(Note "Barktoberfest/WRW" on check memo)

