



**The Call of the Wild Mural:
A Collaborative Public Art Installation
Sponsorship Opportunities**

The Call of the Wild Mural is a traveling collaborative Public Art Installation advocating for wolves and the Endangered Species Act.

Plan B to Save Wolves and I AM WOLF NATION™ are sponsoring the Call of the Wild Mural which will officially launch at the 1st Annual Call of the Wild Benefit on October 25, 2018 at Tlaquepaque Arts & Crafts Village in Sedona.

Individuals from the community will paint, draw and write their messages of support for wolves and all animals as well as the Endangered Species Act. The intention is for this mural to grow and travel throughout the U.S. with its final destination the National Mall of our nation's Capital.

We are honored to have renowned eco-political artist Lauren Strohacker collaborating on this project. The silhouettes of the "wolves" will act as the canvas for the Call of the Wild Mural will be created by Lauren.

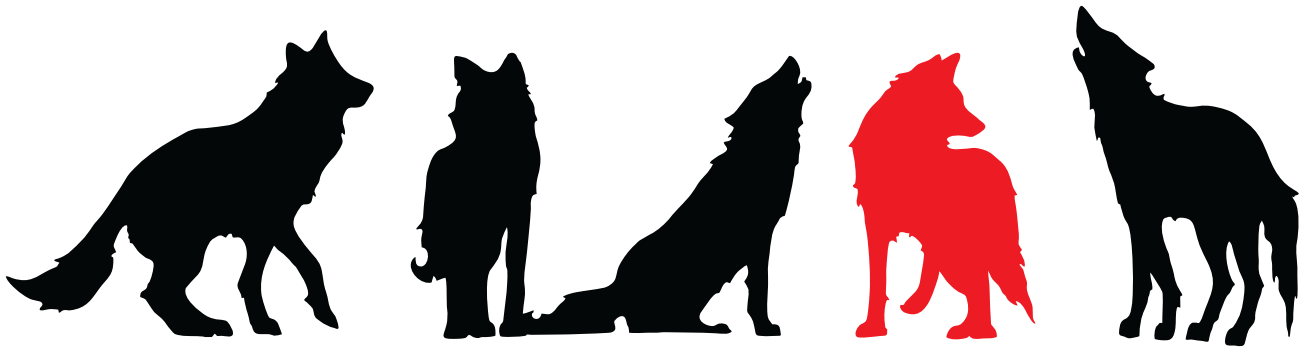
For more information please contact:

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I AM WOLF NATION . ORG



CALL OF THE WILD

S P O N S O R S H I P
O P P O R T U N I T I E S



\$10,000 Call of the Wild Patron

EXPOSURE

- Logo on all materials and product
- Logo on Call of the Wild T-Shirt
- Logo on Limited Edition Commemorative Poster signed by artist Lauren Strohacker
- Recognition on event webpage
- Recognition on Mural Webpage as one of our ground level supporters
- Recognition in all appropriate PR/Marketing Materials
- Introduction on stage during Call of the Wild launch 10/25/18

EVENT PRESENCE

- Introduction on stage during Sedona Wolf Week and Call of the Wild Benefit Mural signage
- Commercial played at event (provided by sponsor)
- Premium location and signage (provided by sponsor)
- Scripted live announcements/recognition at events (before/during events, ceremony)
- Exclusively designated wolf sponsorship as part of The Call of the Wild Mural

MARKETING & PUBLIC RELATIONS

- Premium brand inclusion in print marketing
- Premium brand inclusion in electronic marketing
- Premium brand inclusion in event public relations
- Inclusion in all appropriate press releases
- Featured article in Ezine
- Logo inclusion on all Sedona Wolf Week and Call of the Wild Materials
- Company listing on <https://www.planb.foundation> (premium placement)
- Gift bag insertions provided to guest (product, sample, etc.)
- Logo/live link on Plan B website

PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to photo library from Events
- License to use Call of the Wild and Plan B marks and logos in Advertising & Promotions Package

HOSPITALITY

- Sponsor access to VIP Meet and Greet (VIP tour)w/ the Wolf Pack during SWW?
- 10 Complimentary Day VIP Passes to SWW which includes one (1) Wolf Social
- 10 Complimentary Call of the Wild Tickets

Total Marketing & PR Benefits Value* received as a Patron Sponsor: \$37,750

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\$5,000 Red Wolf Sponsor

EXPOSURE

- Logo on all materials and product
- Logo on Call of the Wild T-Shirt
- Logo on Limited Edition Commemorative Poster signed by artist Lauren Strohacker
- Recognition on event webpage
- Recognition on Mural Webpage as one of our ground level supporters
- Recognition in all appropriate PR/Marketing Materials
- Introduction on stage during Call of the Wild Launch

EVENT PRESENCE

- Introduction on stage during Sedona Wolf Week and at Call of the Wild Benefit
- Event Signage
- Slide shown in rotation during event
- Premium location and signage (provided by sponsor)
- Scripted live announcements/recognition at events

MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing
- Brand inclusion in electronic marketing
- Brand inclusion in event public relations
- Featured article in Ezine
- Logo inclusion on rack cards
- Company listing on www.planb.foundation (premium placement)
- Logo/live link on Plan B website

PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to photo library from Events
- License to use Call of the Wild and Plan B marks and logos in Advertising & Promotions Package

HOSPITALITY

- 8 Complimentary Call of the Wild Tickets

Total Marketing & PR Benefits Value* received as a Red Wolf Sponsor: \$17,700

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\$2,500 Mexican Grey Wolf Sponsor

EXPOSURE

- Logo on all materials and product
- Logo on Call of the Wild T-Shirt
- Logo on Limited Edition Commemorative Poster signed by artist Lauren Strohacker
- Recognition on event webpage
- Recognition on Mural Webpage as one of our ground level supporters
- Recognition in all appropriate PR/Marketing Materials
- Introduction on stage during Call of the Wild Launch

EVENT PRESENCE

- Introduction on stage during the Call of the Wild Benefit
- Event Signage
- Slide shown in rotation during event
- Premium location and signage (provided by sponsor)
- Scripted live announcements/recognition at events

MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing
- Brand inclusion in electronic marketing
- Brand inclusion in event public relations
- Logo inclusion on rack cards
- Company listing on www.planb.foundation (premium placement)
- Logo/live link on Plan B website

PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to photo library from Events
- License to use Call of the Wild and Plan B marks and logos in Advertising & Promotions Package

HOSPITALITY

- 6 Complimentary Call of the Wild Tickets

Total Marketing & PR Benefits Value* received as a Grey Wolf Sponsor: \$10,340

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\$1,000 Grey Wolf Sponsor

EXPOSURE

- Logo on Call of the Wild T-Shirt
- Recognition on event webpage
- Recognition on Mural Webpage as one of our ground level supporters
- Recognition in all appropriate PR/Marketing Materials
- Introduction on stage during Call of the Wild Launch

EVENT PRESENCE

- Introduction on stage during the Call of the Wild Benefit
- Event Signage
- Slide shown in rotation during event
- Scripted live announcements/recognition

MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing
- Brand inclusion in electronic marketing
- Brand inclusion in event public relations
- Logo inclusion on rack cards
- Company listing on www.planb.foundation (premium placement)
- Logo/live link on Plan B website

PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to photo library from Events
- License to use Call of the Wild and Plan B marks and logos in Advertising & Promotions Package

HOSPITALITY

- 4 Complimentary Call of the Wild Tickets

Total Marketing & PR Benefits Value* received as a Wild Sponsor: \$6,540

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\$500 Wolf Pup Sponsor

EXPOSURE

- **Recognition on event webpage**
- **Introduction on stage during Call of the Wild Launch**

EVENT PRESENCE

- **Introduction on stage during the Call of the Wild Benefit**
- **Event Signage**
- **Slide shown in rotation during event**
- **live announcements/recognition thank you**

MARKETING & PUBLIC RELATIONS

- **Brand inclusion in electronic marketing**
- **Brand inclusion in event public relations**
- **Company listing on www.planb.foundation**
- **Logo/live link on Plan B website**

PROMOTIONAL RIGHTS

- **Events tie-ins, marketing tie-ins: In/on camera product/event exposure**
- **Access to photo library from Events**
- **License to use Call of the Wild and Plan B marks and logos in Advertising & Promotions Package**

HOSPITALITY

- **2 Complimentary Call of the Wild Tickets**

Total Marketing & PR Benefits Value* received as a Wolf Pup Sponsor: \$975

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