



**WILD
NIGHT**

**CORPORATE
SPONSORSHIP
PACKAGE**

October 19, 2016

Bently Reserve Banking Hall
7pm - 11pm

Wild Night Gala

The Gala will bring together celebrity ambassadors, cultural influencers, business leaders, the American Wild Horse Preservation Campaign's (AWHPC's) most generous donors, and members of the public interested in this popular U.S. conservation cause at our 1st annual benefit, the Wild Night Gala, on October 19, 2016 in San Francisco at the Bently Reserve. Attendees are expected to include a high-profile group of top philanthropists, sustainable businesses, conservationists, conscious thought leaders, and media representatives. The Gala will raise funds for AWHPC's nonprofit programs to protect America's wild horses and burros.

The Wild Night Gala will feature top musical performers, a VIP reception with celebrity ambassadors, a roving organic gourmet feast by Taste Catering, thematic décor, a VIP lounge, lively entertainment, mingling with fellow leaders, green carpet arrivals, and much more.

BENEFITING THE AMERICAN WILD HORSE PRESERVATION CAMPAIGN

The American Wild Horse Preservation Campaign (AWHPC) is dedicated to preserving and protecting America's wild horses and burros in viable, free-roaming herds and safeguarding their habitat through public awareness and educational programs, coalitions and strategic partnership building. Our goal is freedom, protection and preservation of America's wild horses and burros.



SAVING AMERICA'S WILD HORSES & BURROS

Nothing symbolizes America like the horse. America was settled and the West was won on the backs of horses. Today, the descendants of these horses still roam free in ten Western states, but their fate hangs in the balance. Within our lifetime, mustangs—an iconic American animal that helped build our country—could disappear from the Wild West altogether.

Once there were an estimated 2 million wild horses roaming our wild lands; now there are fewer than 60,000 left on Western public lands. The demand for commercial land use and the subsequent loss of habitat (and connected corridors) for wildlife are at the heart of the problem. This has resulted in the removal of wild horses and burros from public lands by the taxpayer-funded Bureau of Land Management (BLM). At present, there are as many horses in confinement as remain free in the wild. Under current policy, captured mustangs will never go back to the wild.

THE AMERICAN WILD HORSE PRESERVATION CAMPAIGN

AWHPC is the nation's leading wild horse advocacy organization and works in coalition to protect horses and solve the issue comprehensively, holistically and with a unified voice.

AWHPC seeks to create and implement humane solutions to keep wild horses and burros wild and safe; rescue wild horses and burros in need when necessary and possible; increase the public's awareness of and appreciation for wild horses and burros as an integral part of the America's ecological and cultural landscape; and engage in strategic litigation to defend wild horses and burros and advance sustainable and humane management practices.



AWHPC BY THE NUMBERS

WORKING TO PROTECT THE MORE THAN 70,000 WILD HORSES AND BURROS.

64% - Women supporters

35% - Men supporters

OVER 500,000 Supporters on Facebook

45 Countries Represented

19% - Ages 18-24

16% - Ages 25-34

14% - Ages 35-44

18% - Ages 45-54

14% - Ages 55-64

AWHPC MEDIA COVERAGE

- NBC News Today Show
- New York Times
- Washington Post
- Los Angeles Times
- The Week
- The Atlantic
- Washington Times
- Huffington Post
- Fox News
- HLN

AWHPC CURRENT SPONSORS

- Bently Foundation
- Road Ranger LLC
- Ian Somerhalder Foundation
- ASPCA
- Dunstan Wines / Durell Vineyard



CORPORATE SPONSORSHIP

Corporate sponsorship will enable AWHPC to continue its work to keep America's wild horses and burros wild and free on Western public lands. Your sponsorship will support educating citizens about the plight of wild horses and burros and what can be done to save them.

CORPORATE SPONSOR BENEFITS

- Visible association with the nation's leading wild horse protection organization
- Prominent role in educating audiences about this iconic species
- Access to prominent business and civic leaders supporting this conservation cause
- Enhancement of your company's reputation and philanthropic profile
- Engagement of your employees in support of wild horse and burro preservation
- Positive press and media impressions associated with the Wild Horse Gala

AMERICAN ICON \$50,000

ENTERTAINMENT & HOSPITALITY

- Up to 20 gala tickets
- Up to 20 VIP reception tickets

CORPORATE VISIBILITY AND RECOGNITION

- Prominent logo visibility at gala
- Brand showcase at the event if desired
- Verbal recognition by AWHPC leadership during the gala
- Recognition in gala marketing collateral including invitation, program, press release, media coverage and e-newsletter
- Prime recognition on gala web page and gala signage
- Special recognition in AWHPC's annual report
- Sponsor acknowledgement in AWHPC's newsletter
- Promotion via social media



BAND LEADER **\$25,000**

ENTERTAINMENT & HOSPITALITY

- Up to 10 gala tickets
- Up to 10 VIP reception tickets

CORPORATE VISIBILITY AND RECOGNITION

- Recognition in gala marketing collateral including invitation, program, press release, media coverage and e-newsletter
- Prime recognition on gala web page and gala signage
- Company listing in AWHPC's annual report
- Sponsor acknowledgement in AWHPC's newsletter
- Promotion via social media



FREEDOM FIGHTER **\$10,000**

ENTERTAINMENT & HOSPITALITY

- Up to 7 gala tickets
- Up to 7 VIP reception tickets

CORPORATE VISIBILITY AND RECOGNITION

- Recognition in gala marketing collateral including invitation, program, press release, media coverage and e-newsletter
- Prime recognition on gala web page and gala signage
- Company listing in AWHPC's annual report
- Sponsor acknowledgement in AWHPC's newsletter
- Promotion via social media



HERD GUARDIAN **\$5,000**

ENTERTAINMENT & HOSPITALITY

- Up to 5 gala tickets
- Up to 5 VIP reception tickets

CORPORATE VISIBILITY AND RECOGNITION

- Recognition in gala marketing collateral including invitation, program, and e-newsletter
- Recognition on gala web page and gala signage
- Company listing in AWHPC's annual report
- Sponsor acknowledgement in AWHPC's newsletter
- Promotion via social media



FRIEND OF THE HORSES **\$2,500**

ENTERTAINMENT & HOSPITALITY

- 2 gala tickets
- 2 VIP reception tickets

CORPORATE VISIBILITY AND RECOGNITION

- Recognition in gala marketing collateral
- Recognition on gala web page
- Company listing in AWHPC's annual report



BENTLY FOUNDATION

Bentley Foundation is a private foundation that supports animal welfare, the environment and the arts. Led by Christopher and Camille Bentley, the Bentley Foundation is a lead sponsor and host of the *Wild Night* Gala.



BENTLY RESERVE *A Premier Event Venue*

Wild Night will take place at the Bentley Reserve, San Francisco's majestic event venue in the heart of the financial district, minutes from the city's top hotels, restaurants, and cultural attractions. The LEED-certified Bentley Reserve represents one of San Francisco's greenest special event venues, as well as one of the West Coast's most acclaimed spaces. The building is also included in the National Register of Historic Places and is one of San Francisco's significant cultural landmarks.



CONTACT INFORMATION

GRACE KUHN

email: WildNightSF@gmail.com

telephone: **804.218.4252**

Photo credit to: Kimerlee Curyl, TJ Holmes, Kelly Jay, Mikel Ann Hettrick, Kristi Johnson, Slyvie van Os, Jim Schnepel.



AWHPC SUPPLEMENTAL FACTS

SUPPORTER REACH
MEDIA COVERAGE
IMPACT



AWHPC SUPPORTER REACH

OVER 500,000 FACEBOOK FOLLOWERS

- Monthly reach of over 2 million
- 700,000 views of video of the release of a family of wild horses we rescued from slaughter into a 5,000-acre sanctuary (2015)
- Generated the “largest citizen uprising ever seen on Facebook” (2013)

OVER 150,000 EMAIL SUBSCRIBERS AND GROWING

- Subscriber base grew by 20-fold in last 5 years
- Growth average per year over last 5 years is 126%

DEMOGRAPHICS

- Every age demographic represented
- Every state in the US is represented
- 45 countries are represented

11+ MILLION ADDITIONAL SUPPORTERS THROUGH OUR COALITION PARTNERSHIPS



MEDIA COVERAGE

CONSISTENT COVERAGE BY NATIONAL AND LOCAL MEDIA

A sampling of the media outlets that have covered our work in the last 4 years:

- Associate Press
- Wall Street Journal
- New York Times
- Los Angeles Times
- Washington Post
- Washington Times
- Los Angeles Times
- Huffington Post
- The Atlantic
- National Geographic
- Esquire
- NBC News
- Headline News/CNN
- Denver Post
- Reno Gazette
- Reuters
- The Daily Beast
- Salt Lake Tribune



IMPRESSIONS 2015-2016: 167,986,699

- This number represents major publications alone
- This does not account for secondary distribution
- This does not include additional impressions where a publication published more than one article about us
- We are picked up and distributed by the Associated Press at least once a month

NEWS RELEASES & ALERTS

- We issue over 40 News Releases per year
- We issue 40-50 Advocacy Alerts per year, generating over 400,000 public comments and generating media coverage, such as Salt Lake Tribune coverage of petition “gone viral” for release of captured Utah wild stallion

IMPACT

RESCUING HORSES

Our work played a key role in saving:

- 99 Nevada wild horse saved from slaughter (2012)
- 198 wild horse in NV protected from roundup and removal (2012)
- Over 200 horses saved from slaughter auctions (2013)
- 70 horses rescued from State Nevada (2014)

KEEPING WILD HORSES IN WILD

Our legal, legislative and grassroots efforts have:

- Secured dismissal two anti-mustang lawsuits that would have resulted in thousands of horses being removed (2015)
- Worked with local coalition partner to stop the Salt River Wild Horse roundup in Arizona (2015)
- Blocked roundups of hundreds of wild horses in Nevada (2012)
- Stopped BLM plans to surgically sterilize wild horses in Wyoming & Nevada (2012)
- Passed state legislation in Nevada and Arizona to facilitate humane management of wild horse populations
- Upheld the First Amendment and forced the BLM to allow the public to observe all days of a massive roundup that took place in Oregon in November 2015

EDUCATING THE PUBLIC

To educate the public, we have:

- Documented dozens of wild horse roundups (2012-2016) resulting in media coverage, including by The Atlantic and NBC News
- Attended, spoke at and documented dozens of national/regional/local BLM meetings (2012-2016)
- Exposed the previously unreported deaths of at least 86 wild horses in BLM holding pens after they were rounded up from federal lands in Wyoming last year (2015)
- Secured national media covered the story of the BLM's illegal sale of 1,780 federally-protected wild horses for slaughter in Mexico (2015)
- Secured major national news expose', Cruel or Necessary? The True Cost of the Government's Wild Horse Roundups, by NBC News Today Show
- Prepared and distributed alerts for virtually every BLM land use initiative affecting wild horses and burros, providing public with opportunity to submit comments (2011-present)

HISTORIC, INNOVATIVE AND GAME-CHANGING PROGRAMS

AWHPC's innovative approach of coalition building, strategic partner development and hands-on humane solutions implementation has achieved several game-changing programs, including:

VIRGINIA RANGE WILD HORSE MANAGEMENT PROGRAM IN NEVADA:

- Largest humane wild horse management program in the world
- 2,000 horses on 300,000 acres
- Public/private partnership with Nevada Department of Agriculture, local coalition partners and soon to include major businesses that are based in the Virginia Range area

FISH SPRINGS WILD HORSE MANAGEMENT NEAR GARDNERVILLE, NEVADA:

- Another first of this type of private/public partnership
- Partnership with the Bureau of Land Management and the Pine Nut Horse Advocates
- Implementing a humane birth control program to enable several wild horse bands to remain free on the range in this area