

# RUN LIKE A WOLF

100 MILE CHALLENGE



CORPORATE MEDIA KIT



**RACE LIKE A WOLF IS A  
GLOBAL VIRTUAL  
CHALLENGE TO COMPLETE  
100 MILES ON FOOT OR**

200 MILES ON A BIKE  
DURING THE MONTH OF  
SEPTEMBER.



# ABOUT THE WOLF CONSERVATION CENTER

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The **Wolf Conservation Center** is a 501(c)(3) nonprofit environmental organization located in South Salem, New York. Founded by concert pianist Hélène Grimaud, the WCC has worked since 1999 to **protect and preserve** North America's most **endangered wolves**. Our mission is to advance the survival of wolves by inspiring a global community through **education, advocacy, research, and recovery**.



# EVENT DETAILS

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- ▶ **WHEN:** SEPTEMBER 1-30, 2024
- ▶ **WHERE:** ANYWHERE
- ▶ **EARLY BIRD REGISTRATION:** JULY 1-31
- ▶ **GENERAL REGISTRATION:** AUG. 1-31
- ▶ **REGISTRATION FEE:** \$60

*[Click here](#) to visit the Race like a Wolf webpage. Want to make a Corporate Team? Visit our [Corporate Sign-Up page](#).*





# ABOUT THE EVENT

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Race Like a Wolf is a global virtual challenge to complete 100 miles on foot (walking, running, hiking) or 200 miles on a bike during the month of September.

Funds raised from this event directly support the WCC's critical work to protect and preserve the species we value so deeply – including the Center's educational programming, research, advocacy, and recovery efforts on behalf of Mexican gray wolves and red wolves in North America.

In 2024, we are pleased to present the fifth iteration of this event. The inaugural challenge took place in 2020 at a time when the definitions of community and togetherness were being challenged. Since then, Race Like a Wolf, which was previously known as Run Like A Wolf, continues to bring people from all over the world together to strive for a positive goal while supporting a meaningful cause.





# PARTNERSHIP OPPORTUNITIES

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## **EMPOWER CONSERVATION**

- ▶ Partner with the Wolf Conservation Center to make a tangible impact on the preservation of endangered wolves. Your support amplifies our mission and fosters vital research, education, and recovery efforts.

## **ENHANCE BRAND VISIBILITY**

- ▶ Aligning with a noble cause like wolf conservation enhances your brand's image and visibility among a diverse and engaged global audience passionate about wildlife and the environment.

## **ENGAGE YOUR TEAM**

- ▶ Participate in a meaningful global challenge that fosters team spirit, promotes health and wellness, and offers a unique opportunity for your employees to contribute to a significant cause.

- ▶ **HAVE FUN!**



# INFLUENCER ENGAGEMENT

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## **DRIVE POSITIVE CHANGE**

- ▶ Use your platform to champion wildlife conservation. By highlighting the Race Like a Wolf challenge and the Wolf Conservation Center's efforts, you can inspire your audience to support a critical cause.

## **BOOST BRAND ALIGNMENT**

- ▶ Partnering with the WCC for a noble cause like wolf conservation can significantly enhance your brand's social responsibility profile. Showcasing your commitment to environmental stewardship resonates with audiences and strengthens brand loyalty.

## **ENGAGE AUTHENTICALLY**

- ▶ Collaborating with us offers authentic content opportunities that can enrich your narrative. Sharing your journey in the Race Like a Wolf challenge or your advocacy for wildlife conservation adds depth to your brand story, appealing to a like-minded audience.

- ▶ **HAVE FUN!**



# CORPORATE & GENERAL OFFERINGS

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- ▶ The first \*\*\* registrants receive a free 2024 RLaW t-shirt.
- ▶ Wolf Pass members receive \$\* off their fee during both Early Bird and General registration.
- ▶ Teams of 10+ receive \$\* off each person's registration fee (\$100+ value).
- ▶ The top 5 individuals hosting peer-to-peer fundraisers will receive exciting prizes from our sponsors.
- ▶ All fundraisers contributing over \$\*\*\* will be entered into a raffle to win additional prizes.
- ▶ All participants who complete their milage will receive a 2024 custom wooden finishers medal.





# SAMPLE LANGUAGE - #1

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[Company Name] is proud to support the Wolf Conservation Center's fifth annual fitness challenge, Race Like a Wolf – and we hope you'll join us!

RLaW is a virtual event with over 1,000 global participants competing to protect two of the rarest mammals in North America – the Mexican gray wolf and red wolf. During the month of September, professional and recreational athletes alike will complete 100 miles on-foot (running, walking, hiking) or 200 miles of biking. Sign up by July 31 and be one of 500 to snag the official 2024 t-shirt for free: [runsignup.com/runlikeawolf](https://runsignup.com/runlikeawolf).

Funds raised will support WCC's mission and work to promote awareness of wolves and to preserve their populations in North America through research, education, advocacy, and active species recovery.





## SAMPLE LANGUAGE - #2

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This year we're teaming up with our friends at Wolf Conservation Center to support their fifth annual fitness challenge, Race Like a Wolf. We're going the distance for wolves – and we hope you'll join us!

Are you up for the challenge? Lace up and compete alongside over 1,000 global participants to complete 100 miles on-foot (running, walking, hiking) or 200 miles of biking during the month of September. Sign up by July 31 and be one of 500 to snag the official 2024 t-shirt for free: [runsignup.com/runlikeawolf](https://runsignup.com/runlikeawolf).

Funds raised will support WCC's mission and work to promote awareness of wolves and to preserve their populations in North America through research, education, advocacy, and active species recovery.





## SAMPLE LANGUAGE - #3

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The starting line is fast approaching, are you ready to race like a wolf? [Company Name] is a proud sponsor of Wolf Conservation Center's 2024 Race Like a Wolf challenge. Will you join us?

Fall into stride alongside over 1,000 global participants to complete 100 miles on-foot (running, walking, hiking) or 200 miles of biking during the month of September. Sign up by July 31 and be one of 500 to snag the official 2024 t-shirt for free: [runsignup.com/runlikeawolf](https://runsignup.com/runlikeawolf).

Funds raised will support WCC's mission and work to promote awareness of wolves and to preserve their populations in North America through research, education, advocacy, and active species recovery.





# RLaW'S GLOBAL REACH

Our outreach requires strength in numbers. Our global online reach helps us spread wolf information and tools far and wide to mobilize support for wolves across the world.



5,733,000+ Followers	401,000+ Followers	312,000+ Subscribers	539,000+ Followers
***** Accounts reached per month	*****+ Accounts reached per month	*****+ Impressions per month	*****+ Impressions per month
Main audience ****	Main audience ****	Main audience *****	







## GET IN TOUCH WITH US

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**PARTNERSHIP MANAGER**



**EMAIL**



**SOCIAL MEDIA**

@wolfconservationcenter