



Wild Thing 5K & 10K Trail Run and Walk

Saturday, June 14

Pleasant Valley Wildlife Center | 472 West Mountain Road | Lenox, MA 01240



Join us for a morning of adventure, community, and conservation—let's hit the trails for a cause! Wild Thing is the annual signature fundraising trail race for Mass Audubon's Pleasant Valley Wildlife Sanctuary, bringing together runners, walkers, and nature lovers to support conservation and environmental education in Berkshire County. Since its inception, Wild Thing has raised essential funds to help protect wildlife, restore habitats, and provide hands-on nature programs for people of all ages.

Wild Thing 2025:

On Saturday, June 14, join fellow trail enthusiasts for a 5K or 10K adventure through the scenic forests and carriage roads of Kennedy Park. Whether you run or walk, every step supports local conservation efforts.

After the race, celebrate at Pleasant Valley's big red barn with music, refreshments, and prizes for top finishers and creative costumes.

Race Day Schedule:

7:30 AM Check-In Opens

9:00 AM Race Start

Post Race Music, Prizes & Refreshments

Sponsorship & Support:

Wild Thing would not be possible without the support of our generous sponsors, donors, and volunteers. More than just a race, Wild Thing is a run for nature, with every registration fueling Mass Audubon's work to protect wildlife, steward our lands, and educate the next generation of environmental leaders.

Sponsorship offers a unique opportunity to align your brand with conservation, community engagement, and outdoor recreation—while also providing a great way for companies to get involved. Corporate volunteer groups can take their sponsorship further by playing an active role in race day logistics, cheering on participants, and showcasing their commitment to environmental stewardship.



To learn more about sponsorship opportunities and how you can get involved, call Cara Vermeulen at 413-329-7331, email cvermeulen@massaudubon.org, or visit www.massaudubon.org/wildthingtrailrun



SPONSORSHIP BENEFITS

06.14.25

Join us for an exhilarating day on the trails at Wild Thing 2025, a premier trail race that brings together runners, nature enthusiasts, and community supporters in the heart of the Berkshires. This exciting event not only challenges participants with scenic 5K and 10K courses but also raises vital funds for Mass Audubon's conservation and environmental education programs in Berkshire County.

If you are interested in becoming a sponsor, please email Cara Vermeulen cvermeulen@massaudubon.org

Benefits	\$5,000 Pioneer	\$2,500 Adventurer	\$1,000 Explorer	\$500 Hiker
Complimentary Race Registrations	 6x	 4x	 2x	 1x
Speaking Opportunity at the event				
Recognition in event press releases				
Emcee recognition at event				
Opportunity to distribute promotional materials in race bags				
Recognition in Mass Audubon's Annual Report				
Logo/name on event signage & promotional materials	 Logo	 Logo	 Name	
Social media recognition (Facebook & Instagram)				
Recognition on event website & marketing materials				
Featured in Pleasant Valley's e-Newsletter (5,700 subscribers)				



*Inclusion in printed materials subject to internal production deadlines.

All packages available until June 1, 2025 unless otherwise noted.



2025



Mass Audubon

Pleasant Valley's Annual 5K & 10K Trail Run and Walk

SPONSORSHIP RESPONSE FORM

I am/we are pleased to commit \$ _____ to Wild Thing Trail Run on **Saturday, June 14, 2025.**

I/we would like to be listed as _____

(Name of company or individual(s) as they should appear in print)

Sponsor Level

☐ \$5,000 Pioneer

☐ \$2,500 Adventurer

☐ \$1,000 Explorer

☐ \$500 Hiker

Contact Information

Name

Title

Company

Address

Phone

Email

Payment Information

Payment Method:

☐ Check (payable to Mass Audubon)

☐ MasterCard

☐ Visa

☐ American Express

Invoice may be provided upon request.

Name as it appears on card

Card Number

Expiration Date

\$ _____

Total amount to be charged

Signature

Send Completed Form to:

MAIL:

Mass Audubon
Pleasant Valley Wildlife Sanctuary
472 West Mountain Road
Lenox, MA 01240

EMAIL:

berkshires@massaudubon.org

CALL:

413-637-0320

*Mass Audubon is a 501(c)(3) corporation. Federal
Tax ID: 04-2104702*

For more information:

Cara Vermeulen
Associate Director, Leadership Giving
cvermeulen@massaudubon.org
413-329-7331

massaudubon.org/wildthingtrailrun