



REGISTER: MAY 1 - JULY 29

KICK OFF: JULY 29

COMPLETE RUN: JULY 29 - AUGUST 6

Supporting the Tigers at Carolina Tiger Rescue
In honor of International Tiger Day on July 29th

Celebrating International Tiger Day to Increase Awareness

Carolina Tiger Rescue began in 1973 as a captive breeding program for smaller threatened and endangered carnivores, including caracals, servals, ocelots and binturongs. The organization received international acclaim for its work in these areas. In the mid-1980's, the organization started rescuing larger carnivores, such as tigers and leopards. After the death of its founder in 1996, Carolina Tiger changed its mission to ***saving and protecting wild cats in captivity and in the wild*** and became a legitimate sanctuary as defined by the federal government. In November 2019, we received accreditation from GFAS—the Global Federation of Animal Sanctuaries—making Carolina Tiger Rescue the only GFAS accredited sanctuary in the Southeast.



Carolina Tiger Rescue provides sanctuary and a lifelong home for wild cats that are rescued from private owners, confiscated by authorities, and from other facilities shutting down. When Carolina Tiger rescues an animal, it is a commitment to care for that animal for the rest of their life. These animals can't be returned to the wild. They've never been there and are not prepared to care for themselves, nor is there much habitat left to return them to. In addition, the circumstances from which they were rescued have left many animals with medical needs that require ongoing attention from the rescue's team of trained caregivers and veterinarians.

Our second priority is educating the public about the need to eliminate private ownership, end the exploitation of these magnificent animals in captivity, and preserve their native habitats in the wild. Through advocacy and public awareness, the tides are steadily turning in favor of protecting animals currently suffering in captivity as money-making objects, languishing in substandard cages, and deprived of the most basic care. Carolina Tiger Rescue has positioned itself at the forefront of these efforts, collaborating with leadership professionals from other reputable sanctuaries across the country to enact legislation and create change on a national level.

Our Work

Educational Tours: There is no better way to learn about Carolina Tiger Rescue and our animals than by taking a tour! In 2022, we provided tours to over 13,239 people—visitors came from NC, other parts of the U.S., and even other countries!

Educational Programs: Change starts by teaching today's youth. We reached over 950 school children through field trips and summer camps in 2022 even with varying safety-related restrictions left over from COVID. We hosted 7 virtual field trips to reach kids around the country remotely.

Community Engagement: Individual, corporate, and business workgroups are critical to our work! We hosted 76 work groups from local businesses and organizations involving 965 individuals who contributed 4,028 hours of service last year.

Volunteer Engagement: We could not provide a high quality of care to each of our animals without help from our volunteers! We take pride in our volunteer program...and it shows! 149 volunteers gave over 15,000 hours of work in 2022.



Economic Impact

Carolina Tiger Rescue has become a significant tourist destination for the Triangle Region, with 89% of our visitors from outside of Chatham County. In 2022, 13,239 people came for educational tours. These visitors bring in additional revenue through purchases of gasoline, food, lodging, and shopping, estimated at approximately \$400,000 annually.

Carolina Tiger participates in the Triangle community in many ways.

- As a community service site for local schools and universities
- By providing exhibits and community presentations to schools, clubs, and at events
- By serving as a major resource for volunteering - Carolina Tiger has nearly 150 volunteers in areas such as construction, animal care, fundraising & marketing, guiding tours, community presentations, mechanics, landscaping, etc.
- Donating excess in-kind contributions, meeting space, and consultation to area nonprofits
- By working with local farmers and large animal veterinarians to serve as a disposal resource for nondomestic animals
- As a community service site for the criminal justice system



Why Sponsor Our Event?

Join a unique group of outstanding businesses and community leaders as a sponsor of Carolina Tiger Rescue's Tiger Day 5K to help save and protect wild cats! This is an excellent opportunity for our participants to be active outdoors and come together in support of the animals while keeping safe and socially distant!

Strengthen Your Brand and Reputation: Elevate your company's identity within the community as a good corporate citizen to your customers, employees, and local residents.

Make a Measurable Impact: Fund the lifelong care of the rescued animals at Carolina Tiger Rescue, and educate an average of 19,000 annual sanctuary visitors about the inherent cruelty of the exotic animal trade.



Expand your Reach: Gain exposure for your company among people who love animals and being active. With a mailing/email list of over 25,000 businesses and households, a Facebook presence with a reach of over 165,000 likes, a robust Instagram presence of 19,175 followers and close to 23,000 TikTok followers, our reach for sharing information about our sponsors is much broader than just the day celebrating International Tiger Day on July 29.



Carolina Tiger Rescue 2023 Tiger Day 5K Sponsor Opportunities

Sponsor Benefits	Runner \$1,000	Sprinter \$500	Walker \$250
Complimentary <i>Tiger Day 5K</i> T-shirt and race registration.	8	4	2
Recognized as sponsor on <i>Tiger Day 5K</i> marketing materials			
Logo or name printed on <i>Tiger Day 5K</i> race shirt *	Logo	Logo	Name
Opportunity to put promotional item(s) in with our t-shirt "swag bag" distribution (will need to be easily mailable.)			
Tickets to Carolina Tiger Rescue Twilight Tour or Daytime Public Tour	8 tickets		
Tickets to Carolina Tiger Rescue Daytime Public Tour		4 tickets	2 tickets
Invitation to Carolina Tiger Rescue's Last Twilight donor appreciation event			
Recognized on Carolina Tiger Rescue's social media sites (165,500+ Facebook "likes")			
Recognized in <i>Hello from the Sanctuary</i> email blast (sent to 3,500 supporters)			
Recognized in Chatham News article as Sponsor of the Tiger Day 5K (August, 2023 edition)			
Have another idea? We'd love to hear what you value!			

- Please provide a .jpg or .png file for your logo by July 3, 2023!

Financial information about Carolina Tiger Rescue and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. The license is not an endorsement by the State.



Carolina Tiger Rescue 2023 Tiger Day 5K Sponsor Opportunities

Company Name: _____
(please print—this name will be used for all printed materials, website, etc.)

Company Website: _____

Facebook and/or Instagram Address: _____

Company Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

SELECT A SPONSOR LEVEL

- | | |
|----------------------------------|----------|
| <input type="checkbox"/> RUNNER | \$ 1,000 |
| <input type="checkbox"/> SPINTER | \$ 500 |
| <input type="checkbox"/> WALKER | \$ 250 |

Signature (Required) _____ Date _____

List size(s) for complimentary *Tiger Day 5K* T-shirt _____

Adult Unisex: XS, S, M, L, XL, XXL, XXXL

Kid: S, M, L

Method of Payment

To be included on t-shirts, we must receive registration, logo & payment by July 3, 2023.

We will include your logo on all other marketing materials as possible when we receive payment.

Please email a .jpg or .png copy of your logo to HeidiZangara@CarolinaTigerRescue.org. We can also accept a PDF for the T-shirt, but the website looks best in .jpg format.

☐ Check (payable to Carolina Tiger Rescue) enclosed for \$ _____

☐ Pay online: runsignup.com/Race/NC/Pittsboro/TigerDay5K

(If you have trouble locating Sponsor link on the 5K site, email Heidi for a direct link)

Questions? Need more information?

DonorServices@CarolinaTigerRescue.org or 919-542-4684 x 3010

Mail completed form to Carolina Tiger Rescue, 1940 Hanks Chapel Rd., Pittsboro, NC 27312
or scan completed form and email to DonorServices@CarolinaTigerRescue.org