Sedona Wolf Week was created in 2016 with the objective of changing the way the world sees wolves, to dispel the myths, generate awareness and create advocates through education and interaction with the Apex Protection Project Ambassador Pack.

Since then Sedona Wolf Week has evolved to include all wildlife with an emphasis on the wolf as the keystone species. This evolution is a direct result of the growing momentum currently happening across the US and around the globe where people are remembering their connection to all things wild and advocating for their protection and conservation.

The event is co-presented by Apex Protection Project and Plan B to Save Wolves. Revenue generated from the event is divided equally between the two organizations to further their mission of education, rescue and advocacy.

Sedona Wolf Week includes:

- Feature films and documentaries
- Call of the Wild art for advocacy project and other art programming
- School presentations and a children’s specific program where they can interact with the Ambassador Pack
- World renowned speakers and their presentations are free to the public
- Co – Existence Panel and workshop bringing ranchers and advocates together
- Opportunities to socialize with the Ambassador Pack
- Closing night entertainment which in the past has featured America The Band and magicians of Hollywood Magic Castle fame

INFORM | INSPIRE | ADVOCATE
in just 3 years

3600+ attendees from 28 different states

local and regional support from 80+ businesses

1150+ impacted by school presentations

300+ once in a lifetime experience meeting the Ambassador Pack

adults + children

300+ wolf dogs rescued from funds raised to date

• Ranchers from as close as Arizona and as far as Canada have participated in co-existence day.
• America the Band donated a concert performance in 2017.
• Sedona Wolf Week presented at the International Wolf Symposium in 2018 as a new way to create advocates through education.
• Expansion to other cities has been requested and is in consideration pending sponsorship interest and contribution.
Why advertise with us?

For the first time, Sedona Wolf Week will feature a collectible program guide for the 2020 event. The guide will feature articles from past and present speakers, wolf information and facts, other organizations and information. The guide will be content rich accompanied by beautiful imagery, a guide worthy of collecting year after year.

The guide will be circulated throughout the Verde Valley, Phoenix, Prescott and Flagstaff. Currently a circulation of 20,000 is planned with potential for more as we continue to research opportunities in various markets.

The event takes place in Sedona, Arizona, and our partners and participating organizations have national reach. In 2019, 45% of the attendees were from out of state. Participants traveled to Sedona from 28 states and four different countries.

The typical attendee is female (70%), 50+ in a higher income bracket ($100k+). The event also attracts parents with children 12 or under with the children’s specific program and school presentations.

Why Sedona?

Sedona is one of the premier worldwide destinations attracting four million visitors each year. Many enjoy the beauty of Sedona while also attending Wolf Week which partners with Sedona Chamber of Commerce and Visitor’s Bureau to continue to build the event as a reason to come to the city within the red rocks.

Ready to reach consumers who are interested in wolves, wildlife, the environment, conservation, being outdoors, who are educated and affluent?

Sponsor a program at Sedona Wolf Week
### Advertising Specifications

1. Ads and logos should be submitted as electronic PDF, eps, jpg, or tif files. Resolution should be 300dpi for grayscale images and 600dpi for bitmap line art.

2. Ads must be the exact size of the specifications given. If resizing, scanning or other manipulation is needed, additional charges may be incurred.

3. All ads are due (DATE) Sedona Wolf Week is not responsible for quality of ads that do not meet the required specifications.

Sedona Wolf Week reserves the right to decline an ad and advertiser.

### Advertising Rates

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<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>Quarter page</td>
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<td>(w) 3.8” x (h) 4.55”</td>
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